



Clifton Cunningham

Technical Manager of Road and Cross Country Running

Clifton.Cunningham@BCAthletics.org

Reporting Period: August 2nd, 2020 to August 1, 2021

Committees

BC Athletics thanks all members of the BC Athletics Committees, which volunteer their time to contribute to athletic programs in our communities. If you are interested in learning more about the committees and how you can be involved, please reach out.

Road Running Committee

- Jared Hulme (co-chair)
- Eric Chene (co-chair)
- Frank Stebner
- Geoffrey Buttner
- Bob Reid
- Jake Madderom
- David Guss
- Jordan Myers (Board Rep)

Cross Country Committee

- Colin Dignum
- Hilary Stellingwerff
- Malindi Elmore
- Rachel Cliff
- Dawn Copping
- Sue Northey
- Brian Nemethy
- John Machuga
- Alex Ulaszonek
- Newton Hoang (Board Rep)

Strategic Plan Initiatives

Organization Capacity

Return to Competition

- Updates to BCA COVID-19 policy from monitoring and changing of Provincial Health restrictions.
- Meetings, seminars, and consultation on going with viaSport, Municipalities and authorities.
- Policy development and publication through website and newsletters.
- Communication with Event Directors (Technical Leadership) of current policy. Communication with athletes on ability to compete under current guidelines.
- Participation in Municipal working group, developing Provincial directives for Route-Based Events.

Organizational Management

- Student Placements (via grants) working with / managed by staff.
 - o Thank you to the 2020 placements Aneesha Narang and Frank Liao
 - o And 2021 placements Jennifer Erickson and Kaleigh Churchmuch

Athlete Development

Sport Performance

- Working with High Performance Coaches to develop micro events to allow HP athletes to set marks.
- On A Mission Half Marathon, 10k and 10k/20k Race Walk – March 26, 2021
 - o Created and managing event for CSIP athletes to qualify and deliver proof of fitness.

- Pacific Distance Carnival took place June 18. Modified format with the 10,000m National Championships and 1500m's. Plus events needed to qualify athletes for the Games. Internet Broadcast of Event.

Athlete / Volunteer / Officials Recognition

- Work with Sabrina and committees to finalize 2020 awards recipients (record holders) and prepare distribution.

Competition

Sanctioning

- Discussions with Race Organizers of sanctioning requirements and processes for virtual events and for when events can resume in person. Preparation for resumption of in person events.
 - o Events are now coming back, in this order trail now, cross in September and road later in the fall.
- 2020 BC Cross Country Championships – Virtual Challenge
 - o 116 people took part (~20% of normal), 80% <18 years old. Turned a small profit.
 - o 2021 will be in person, hosted by the Prairie Inn Harriers in Victoria.
- 2020 Whistler 50 – Virtual Event
 - o 186 people took part (~20% of normal). Teams across Canada. Turned a small profit. Kept people involved with the brand and most said looking forward to being back in Whistler.
 - o Can now confirm that 2021 will be in person, in Whistler. Oversight of contracted management team.

Technical Leadership

Event Directors

- Communication regarding COVID policies and crystal ball thoughts as progressed through phases of 2021.
- Execution with Triathlon BC a spring Event Directors' Conference.
 - o Two webinars took place February 23 & March 2. Topics were Incident Communications and Takeaways from In-Person Events in the USA. Recordings are available on request.
- Discussion with RD's on the lobbying of Events and the reopening plans that have been presented in other provinces. Potential to replicate efforts in BC.
- Discussion of a test events for municipal permit issuers and a series of test events to model data for a proof of concept for events to return.
- Working with regional series on applications for viaSport League Series Grants.
 - o Funding secured for the Interior Series, Island Series and BC Athletics.

Communication, Marketing & Promotion

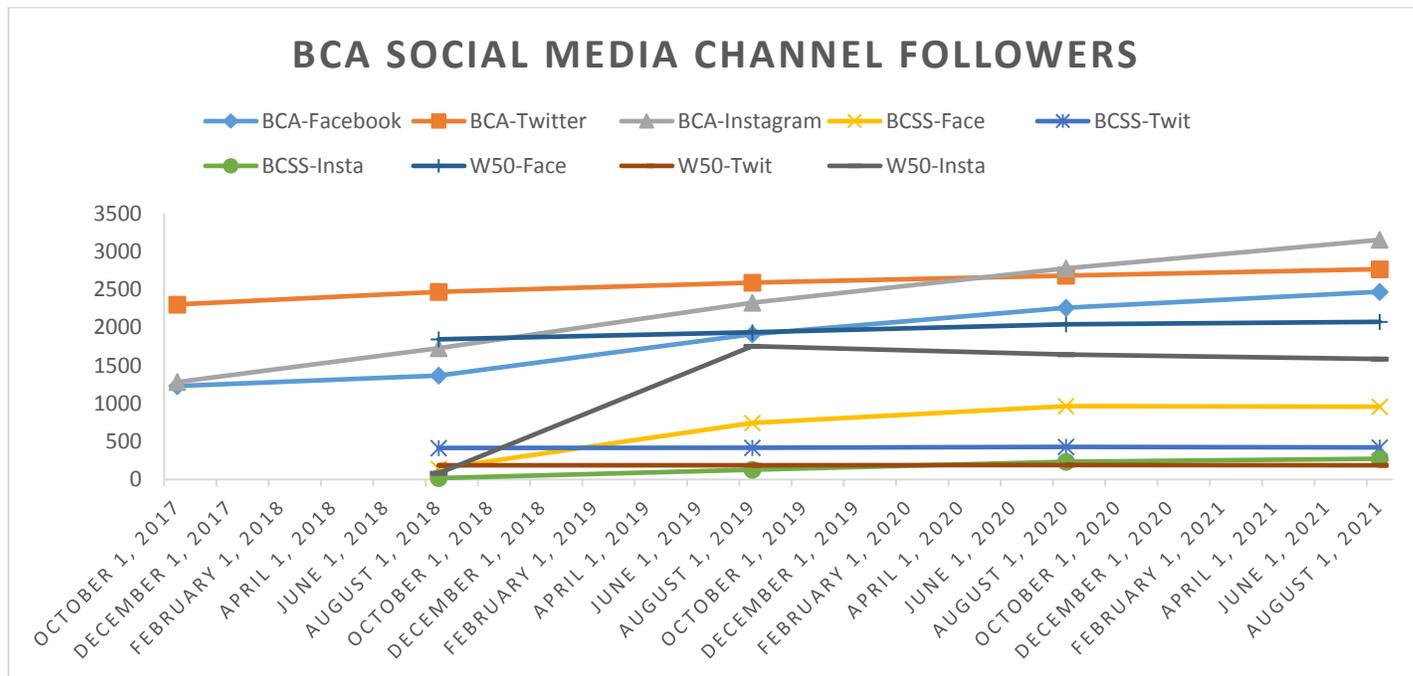
- Monthly preparation of the E-Newsletter, maintenance of the database.
- Creation and posting of articles for newsletter, website and subsequent promotion on social media.
- Current newsletter subscriptions 8,803 to the general newsletter and 802 to the coaching edition.
- See below for social media statistics.

| | Facebook | Twitter | Instagram |
|-----------------|----------------|------------------|----------------|
| BC Athletics | @bcathletics1 | @bc_athletics | @bc.athletics |
| BC Super Series | @bcsuperseries | @bcsuperseries | @bcsuperseries |
| Whistler 50 | @whistler50 | @whistler50relay | @whistler50 |

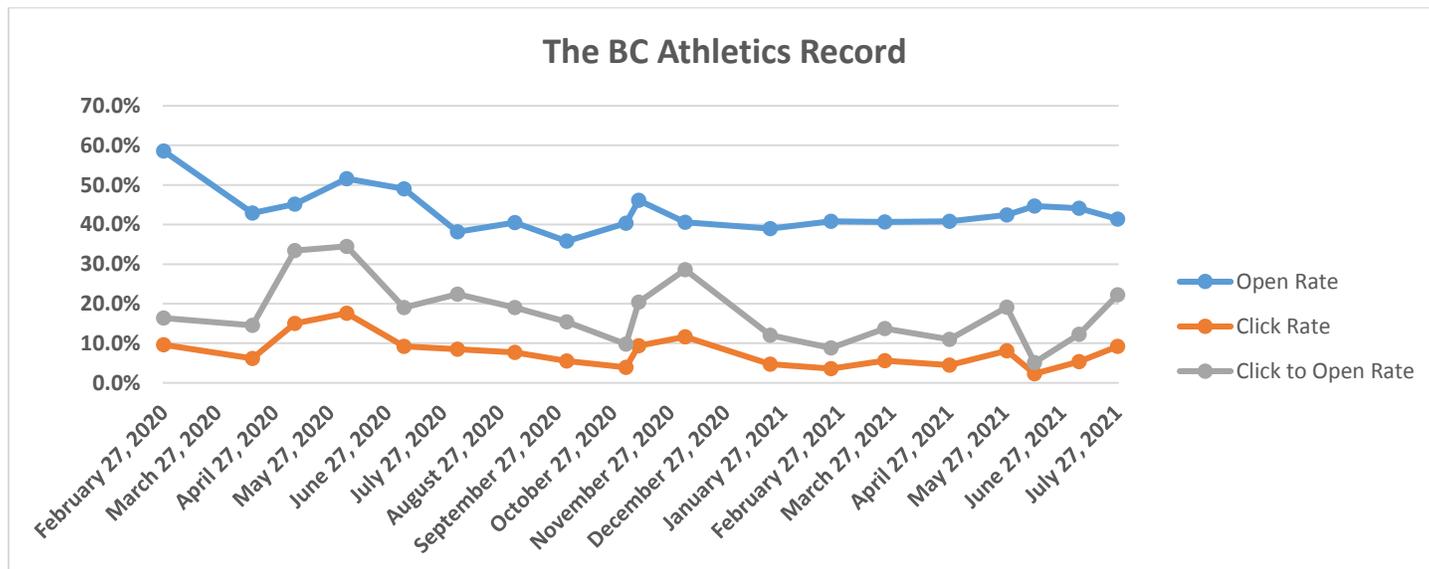
Primary channel has become Instagram on all channels. Instagram typically aged 15-30, Facebook 30-50 and twitter 25-45.

Statistical Addendum

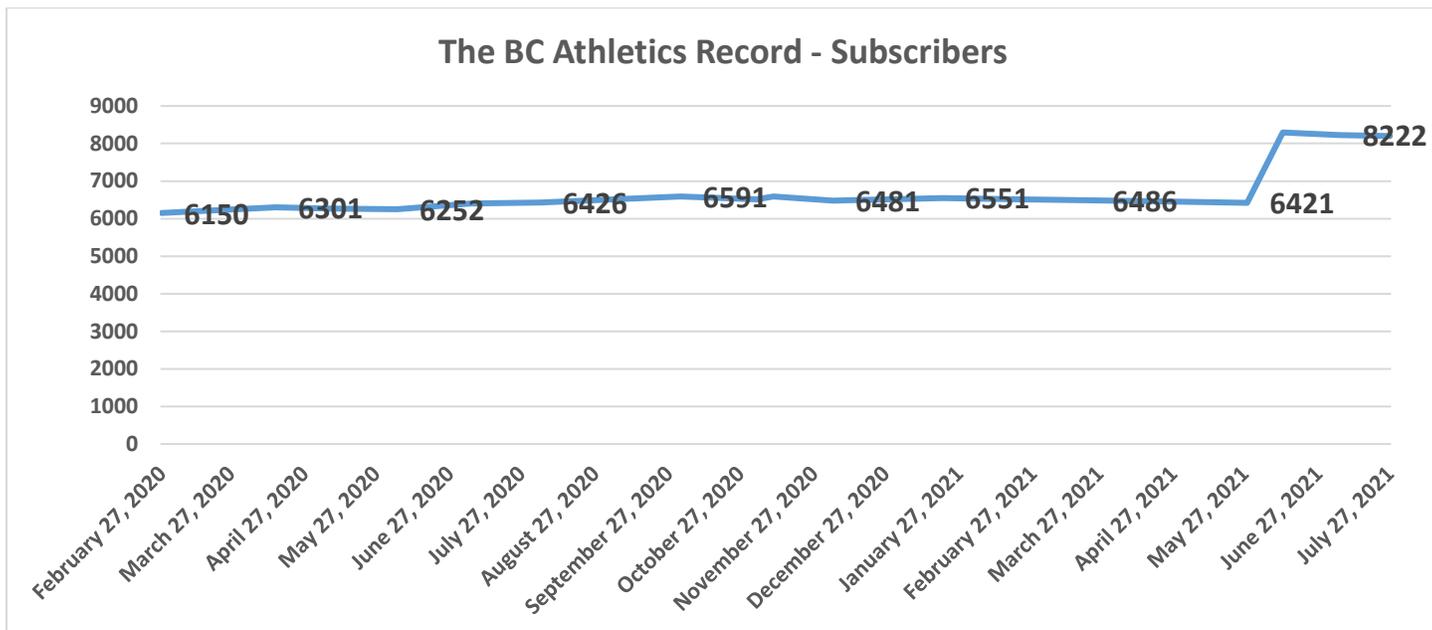
Social Media



Newsletter



Mail Chimp insights say we exceed our peers' open rate (30.4%), and click rate (4.3%).



Big jumps represent add-ins from the Membership database. Our unsubscribe rate is equal to our peers' (0.2%).

Road, Trail & Cross Finishers

| Year | Events in Calendar (Happened) | Finishers | Sanctioned Events (Happened) | Sanctioned Finishers | Certified Events in BC (Happened In Person) |
|------|-------------------------------|-----------|------------------------------|----------------------|---|
| 2021 | 33 (13) ytd | 1616 ytd | 33 (13) ytd | 1,616 ytd | 4 ytd |
| 2020 | 330 (42) | 11460 | 151 (31) | 8,377 | 9 |
| 2019 | 344 | 189,267 | 157 | 136,735 | 34 |
| 2018 | 351 | 169,077 | 151 | 125,268 | 28 |
| 2017 | 360 | 159,644 | 154 | 116,244 | 37 |
| 2016 | 380 | 172,357 | 163 | 159,171 | 43 |

BC Championships

Road – 2020 & 2021 Championships were cancelled. With the exception of the 2020 8k Championship that was able to go ahead. 2019 hosts will host in 2022. Bids for 2023/2024 cycle will open in the spring of 2022.

Cross Country – as noted above a 2020 event was not able to be held in person, a virtual challenge was held to keep people engaged, 116 took part. When it was clear a policy was not going to be issued on Vancouver Island, the Prairie Inn Harriers, gave the go ahead to try and host in the Lower Mainland. Thank you to Nigel Hole and the Thunderbirds for their efforts, only to be quashed by a third wave.

2021 is being held in person, at Beaver Lake, just outside Victoria by the Prairie Inn Harriers on October 23. Bids for 2022/2023 will open in the spring of 2022.

National Championships

Road – no National Road Championships were held in 2020 or in 2021 to date. It is possible a 10km Road Championship will be held in October 2021. BC Team criteria will set shortly on a mix of Road/Track equivalent times.

Cross Country – not held in 2020, it was scheduled to be held in Abbotsford, who will host again in 2023. For 2021 and 2022 the event will be held in Ottawa, and is going ahead in person this year. BC Team criteria is currently being set and will be similar to 2019, a full team is scheduled to be selected.

Regional Race Series

The Vancouver Island Running Association held a virtual series this past winter, after a truncated 2020 series. The Interior Running Association, held both a road and a cross country virtual series in 2020 & 2021.

BC Super Series

3 of 12 events were able to run in 2020, one may be able to run in 2021. The series will start a new in 2022 with a full season scheduled starting January 6, 2022.

The largest road event 2020 was the First Half Marathon (2,415). The largest in 2021, so far, the On A Mission Half, 10k & Race Walk (19).

Athlete Road Performances

Not enough races took place on the roads to compare BC runners to their counterparts across the country.

Some high performance events were able to take place on select road courses to aid athletes in their preparation for the 2020 Tokyo Olympic Games.

Congratulations to BC road runners that took part in the Olympic Marathons.

- Malindi Elmore (9), Natasha Wodak (13), Dayna Pidhoresky (73)
- Ben Preisner (46), Cam Levins (72), Trevor Hofbauer (AB) (48)