

Clifton Cunningham

Technical Manager of Road and Cross Country Running

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Reporting Period: August 2nd, 2021 to August 10, 2022

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

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

Cross Country Committee

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

Strategic Plan Initiatives

Participation & Development

- Exploration with Triathlon BC and Ontario Athletics on cooperation and resumption of an in-person Race Directors Conference / Seminar.
- Participating in regular meetings of Athletics Canada “Off Track” Committee. Bringing Trail, Mountain, and Ultra groups more under the fold of Athletics Canada. Selection of a National Mountain running championship (Vernon, September 2022).
 - o Looking at new World Athletics sanctioning process for events to be eligible for points. Requirement for road events include paying \$100 USD fee to World Athletics, be measured by a “B” or “A” level measurer every 5 years and to be on the calendar prior to December 31st of the previous year.
- Tracking participation numbers of sanctioned and non-sanctioned events to determine market trends and opportunities. Managing sanctioning and calendar listings of non-stadia events.
- Selection of Cross Country BC Team Staff in accordance with education and training minimum levels. Identifying coaches that should formalize and upgrade credentials to be eligible for BC Team Staff.
- Support Officials Committee with communications through social media and newsletters.
- Initiating exploration for development and recruiting officials for non-stadia events.
- Management of the Race Walks (Road) Championships at Nationals.
- Working with summer students to create membership value presentation.
- Continue to build on number of sanctioned events across the province, largest growth in number events has been trail in smaller communities.

- Management of COVID 19 policies through 2021, through meetings with viaSport and regional communities.
- Planning and execution of the Pacific Distance Carnival.
- Applications for hosting grants and other grants that have become available.

BC High Performance Pathway

- Selecting athletes for Provincial Teams at Road Championships throughout the year, setting and posting of team criteria. Assisting with travel arrangements and support from the event.
- Developing and posting of Cross Country Team selection criteria, the selection and travel arrangements for the full team of 50 persons.
- Facilitation and selecting of Provincial Championship hosts of road and cross country championships, for final approval by appropriate committee.
- Research, proposal, and selection of appropriate cross country distances at championships.
- Communication with road measurers, putting them in contact with events, working to upgrade the skills and certification level of measurers in the province with an education seminar.
- Attending road and cross country championships, along with several events in the BCS Super Series.
- Management of the BC Super Series.
- Oversight and advising of the regional road and cross country series.
- Submission of results for sanctioned and certified events to Athletics Canada and World Athletics.

Enhance Internal & External Relations

- Monthly preparation of the E-Newsletter, maintenance of the database.
- Researching, evaluating, and selecting suppliers for branded BCA promotional banners, and branded materials.
- Creation and posting of articles for newsletter, website, and subsequent promotion on social media.
- Regular posting and management of social media channels with events, promotion, and recognition. Including paid promotion.
- Management of the Whistler 50 production team, marketing, and sponsorship for the event.

BC Athletics Social Media Channels

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

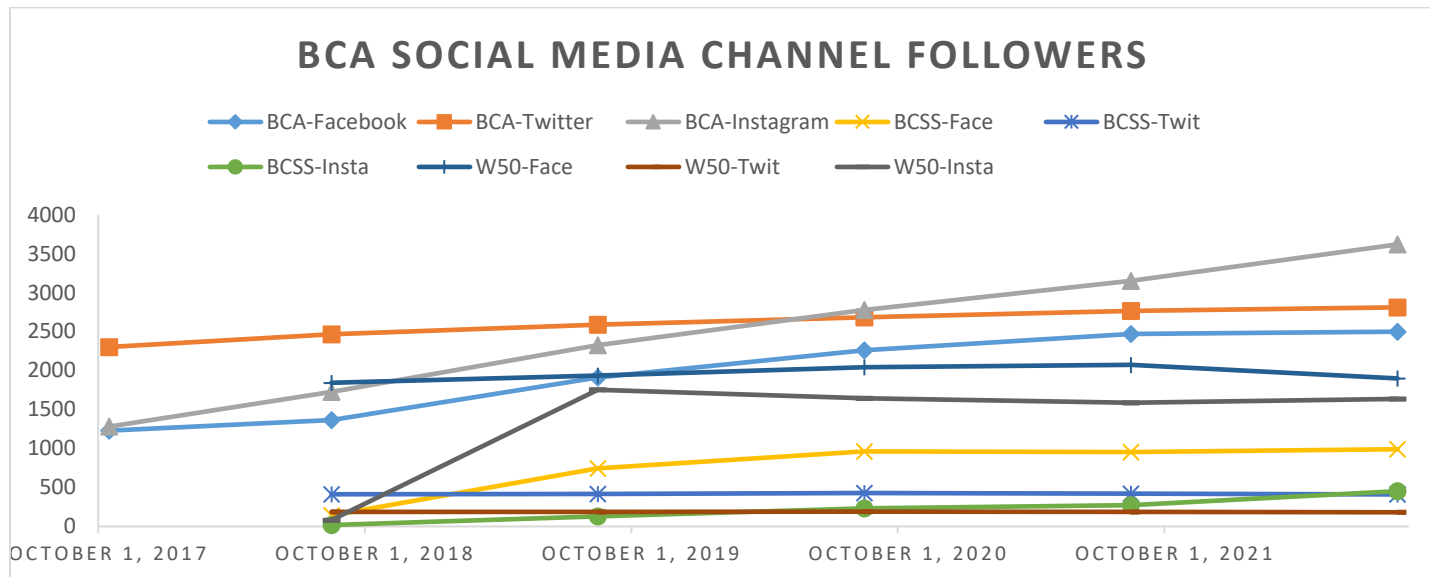
Primary channel has become Instagram on all channels. Instagram typically aged 15-30, Facebook 30-50 and twitter 25-45. See social metrics in the Statistical Addendum that follows in this report.

Grow & Enhance Organizational Excellence

- Daily management of student placements that have been working with / managed by staff.
 - o Thank you to the 2022 placements Jonathan Lang, Ella Foster, and Nikhil Hirani.
- Approach sponsors for Whistler 50, Pacific Distance Carnival with office created sponsorship decks.
- Facilitate meetings and committee goals of the Road Running and Cross Country committees.

Statistical Addendum

Social Media



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

Newsletter



Newsletters over the past year average a 52% open rate vs an industry peers average of 31%. Click rates average 8.2% vs industry peers 4.4%. Unsubscribe average over all of our campaigns is 2.0%.

Road, Trail & Cross Finishers

Year	Events in Year (scheduled)	Finishers	Sanctioned Events (scheduled)	Sanctioned Finishers	Certified Events in BC
2022 Year to Date	72 ytd (+46 scheduled)		57 ytd	53,836 ytd	21 ytd
2021	78	19,410	63	17,937	13
2020	42 (330)	11,460	31 (151)	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

2022 number are from January 1 to August 8.

The largest road event 2020 was the First Half Marathon (2,415). The largest in 2021, the Royal Victoria Marathon (6,000) and in 2022 the Vancouver Sun Run (23,450). A number of 2022 events have yet to file their PESF's for 2022.

BC Championships

Road – In 2020 only the 8k Championship in January was able to go ahead. In 2021 no championships were able to take place. In 2022, the 5k was able to be moved to the Longest Day 5k after the cancellation of the St. Patrick's Day 5k.

2022 Championships (winners of each noted)

- 8k – February 28 – Pioneer 8k
 - o Male – Brendan Wong, Brandon Vail, and Michael Barber.
 - o Female – Kate Ayers, Elise Coates, and Jen Millar.
- 10k – April 26 – Vancouver Sun Run
 - o Male – Luc Bruchet, Ben Preisner, and Justin Kent.
 - o Female – Leslie Sexton, Lindsay Carson, and Katrina Alison.
- 5k - June 17 – Longest Day 5k
 - o Male – Luc Bruchet, Alex Gladley, and Brendan Wong.
 - o Female – Laura Yantha, Lissa Zimmer, and Alicia Kelahear.
- Half - June 26 – Vancouver Half Marathon
 - o Male – Ben Preisner, Brendan Wong, and Alex Gladley.
 - o Female – Jen Millar, Corri Longridge, and Rozlyn Boutin.
- Marathon – October 9 – Royal Victoria Marathon; registration is open.

Cross Country –

2021 was held in person, at Beaver Lake, just outside Victoria by the Prairie Inn Harriers on October 23.

2022 / 2023 host will be announced just after the AGM. The host has been selected, MOU is in development and final approval of the XC Committee is required.

National Championships

Road – 2021 only a Marathon Championship was able to take place in Toronto on October 21

In 2022 all distances will be hosted, with two of the four events having already taken place.

- 10k – May 28 – Ottawa Marathon
 - o BC Team - Luc Bruchet (3), Brendan Wong (12), Leslie Sexton (2)
 - o Notable BC Performances – Natasha Wodak (1)
- Half – June 12 – Manitoba Marathon
 - o Notable BC Performances – Cam Levins (1), Ben Preisner (2), Natasha Wodak (1), Kinsey Middleton (4)
- 5k – September 11 – Moncton 5k
 - o BC Team – Thomas Nobbs, Justin Kent
- Marathon – October 16 – Toronto Waterfront Marathon
 - o BC Team – Trevor Hofbauer, Malindi Elmore

Cross Country Championships – 2021 was held in Ottawa on November 26, a total of 44 athletes were selected to attend along with team staff. Feedback on the event was shared with AC, the course was not safe with gopher holes and ice in many areas of the event. Masters athletes ran all genders and age groups together, without bibs identifying competitors categories, resulting in a couple of missed opportunities for BC runners to react to surging runners that were thought to be in other categories.

2022 will again be held in Ottawa on November 25, but the venue is being changed to Mooney's Bay, more central to the Ottawa core. The course will be much more manicured and is located next to Terry Fox Track Stadium. BC will send a team of 44 athletes, 5 coaches, a team manager, and an IST. Team staff applications are now open. The team athlete criteria is posted and is largely based on performances at the BCA XC Championships.

The National Cross Country Championships are scheduled to return to BC (Abbotsford) in 2023.

Regional Race Series

Vancouver Island Running Association – In 2022, 2 of the 8 events did not go forward this year and the first couple of events in the series needed to reschedule to a later time in the calendar. Overall, the numbers were encouraging for the return of the series. The 2023 all 8 events will resume. Louise Hodgson Jones has finished her term as the Series Director and Chris Kelsall will take over the Series Director role. Thank you, Louise!

Interior Running Association – The Interior is running both a summer road series and a fall cross country series, as well as a virtual format of the series that has been running all year. All events from 2019 are back and participating in the series.

Lower Mainland Road Running Series – Hardest hit of the series, the LMRRS has seen a few events cancel, leave the series, and also be rescheduled. The series is running over 2022 and 2023 to have more races count as participation.

Lower Mainland Cross Country Series – All events took place in 2021 and are scheduled to do the same in 2022.

BC Super Series

3 of 12 events were able to run in 2020, in 2021 only the Royal Victoria Marathon has been able to go ahead. 2022 has seen the resumption of all Super Series events, except the St. Patrick's Day 5k. Regulations on indoor venues and proof of vaccination did not allow the event to go forward.