

Events & Promotions Board Member Report | 2020 Q1 Report

January 2020 | Submitted: Jordan Myers, Board Member

Summary of Activities:

- **BC Events & Competitions Attended 2019 (Jan-Dec)**
 - MEC Vancouver Road Race ONE | Jan 26
 - First Half – Half Marathon | Feb 10
 - Run Ridge Run | Feb 23
 - RunGo Dash for Dogs | Feb 26
 - BC Race Director's Conference | Mar 2
 - WestVan Run 10k | Mar 3
 - *Shamrock Run | Mar 17 – Portland, OR*
 - MEC Vancouver Trail Race ONE | Apr 7
 - 35th Vancouver Sun Run | April 14
 - *Oiselle Tenacious 10 (10mi/10k) – Seattle, WA*
 - 30th Times Colonist 10k | April 28
 - BMO Vancouver Marathon | May 5
 - 15th Loop the Lakes – 21k (trail) | May 11
 - Blue shore Financial Mother's Day Run | May 12
 - MEC Vancouver Road Race ONE | Jun 9
 - *Pacific Distance Carnival | Jun 13*
 - Scotiabank Vancouver Half | Jun 23
 - *Stumptown Classic | July 19 – Portland, OR*
 - Pride Run | July 21
 - Run the Murals-VMF x MEC | Aug 2
 - Seawheeze – Half Marathon | Aug 17
 - Squamish 50k | Aug 18
 - CoHo Run | Sep 8
 - MEC Vancouver Road Race FIVE | Sep 29
 - Around the Lake Giv'r Take 30 | Oct 17
 - 49th James Cunningham Seawall Race | Oct 27
 - SAXX – Men's Undie Run | Nov 9
 - Moustache Miler | Nov 23
 - 36th Gunnar Shaw X Country Memorial | Dec 7
 - Big Elf Run | Dec 14
 - *12k's of Christmas | Dec 15 – Seattle, WA*
 - Stevenson Icebreaker 8k | Jan 19* (2020)

Initiatives:

- **(ongoing – nothing new to report)**
 - Technical Leadership – Event Directors: assist RD's with questions regarding sanctioning benefits and assistance with course measurement
 - Competition – Membership: Continue to attend/ volunteer at events & advocate on the benefits of a BCA
 - Organizational Capacity – PSO Partnerships: continue to assist BCA staff with initiatives and events and encourage increased volunteerism. Host 3rd BC Race Director's Summit
 - Athlete Development – Clubs/ Masters: assist staff with events & promotions that will promote increased participation from non-performance based running clubs and Master's athletes

Ideas/ Strategic Thinking

- Some stores, clubs, VMFF host an event (rare occasions it's annual) that provide opportunities to share stories, adventures and the fun of our sport. Provide a toolkit and encourage clubs/ stores/ events with a regular annual story night – potentially a fundraiser for a BCA event workshops & curriculum (1 regional & 1 provincial). BCA hosts one annually as well with the format is similar to a ...[Boldly Went](#) or [Ignite](#) evening... film it, could be a great way to also get alternative content to share across BCA website & social media