



## Report to the BC Athletics Board of Directors

**Clifton Cunningham**

**Technical Manager Road and Cross Country Running**

### Events Attended

- Icebreaker 8k (8k Championships)
- BC Athletics Annual Awards
- Race Directors Summit
- Sport BC Awards
- St Patrick's Day 5k (5k Championships)
- Vancouver Sun Run
- Times Colonist 10k
- BMO Vancouver Marathon (upcoming)

### Strategic Plan Activities

#### Technical Leadership – Event Directors

- Race Directors conference has been scheduled for March 2<sup>nd</sup> in conjunction with Triathlon BC. Aim is for about 50 event directors. The event will be held at Fortius. Speakers are being finalized. Topics are:
  - Volunteer Management and Training, Brand Building, Event Tourism, Gender Identity and Inclusivity, Event Cancellation, Maximizing Media Exposure
- Update 42 Race Directors attended and feedback has all been positive. A 2020 date of March 6<sup>th</sup> has been booked to again host the event at Fortius. Planning topics and speakers will begin in June.
- Handcycles – time consulting with out of province events on their policy and procedures to provide guidance for local events in consultation with BC Wheelchair Sports. Local events are looking for guidance on policy development.
  - Update: BC Athletics, BC Wheelchair Sports and SBC Insurance classify Handcycles as cycling and under the jurisdiction of Cycling BC. This aligns with the national and international federations of both athletics and cycling. Handcycles are not to be included in a running event.

### Competition

- **Pacific Distance Carnival**
  - 10,000m Canadian Championships were awarded to the event. Working on with Chris Winter. Secured grant money from Tourism Burnaby, Tourism BC and ViaSport. Major sponsorships have been secured with Hertz and Saucony, a number of minor sponsorship also under contract. The website has been launched at [www.pacificdistancecarnival.ca](http://www.pacificdistancecarnival.ca) and athletes have begun to apply.



- **BC Championships**
  - **8k Championships – Steveston Icebreaker 8k (Kajaks)** – Event registrations and finishers were up over 2018. Eligible members running were up to 61 vs 53.
  - **5k Championships – St Patrick’s Day 5k** – Finisher numbers were down slightly. 948 members were eligible, 131 members took part, vs 134 in 2018.
  - **10k & Marathon Championships** – coming up over the next two weeks.
  - **2019 BCA Championships**
    - 5k – St Patrick’s Day 5k, March 16
    - 8k – Kajaks Icebreaker 8k, January 20
    - 10k – TC10k, April 28
    - Half – Goodlife Fitness Victoria Half Marathon, October 13
    - Marathon – BMO Vancouver Marathon, May 5
    - Cross Country – 2019 / 2020 – Prairie Inn Harriers, Victoria, fourth weekend October Did a walkthrough of course with RD while at Pioneer 8k
    - National XC – 2019 / 2020 – Abbotsford, last weekend of November.
- **BC Super Series** – 5 of 12 races complete, finisher numbers are up in 4 of 5. Two more in the next two weeks.
- **Vancouver Sun Run** – Event went well, developed and managed the elite field. Staffed BC Athletics expo booth at packet pickup. Managing prize money process.

#### **Organization Capacity - Communication**

- **Event Calendar** – calendar is being updated regularly, working towards the most complete listing of events in BC.
- **Communication with high performance athletes** regarding elite entry opportunities for Championships and Super Series events. Communication of the BC Team opportunities coming up at National Championships.
- **Marketing & Promotion** – BC Super Series promotions being executed on Social Media to drive participation and awareness of the series, sanctioned & certified events and what that means. Putting promotion behind member accomplishments. Pacific Distance Carnival has separate marketing budget, funded by the event sponsors to promote the event.
- **Vancouver Sun Run** – used Supporting Sponsor advertising opportunities to communicate member value and why people should join BC Athletics.
- **Expo Booths** – two day booth at Vancouver Sun Run packet pickup, upcoming two day booths at both the TC10k and BMO Vancouver Marathon. Always looking for people to volunteer time in the booths.
- **BC Endurance Project XC Camp** – Camp details have been arranged and registration open now. 12 registered, 44 is the camp cap.



## 2019 Race Calendar

Year	Races in Calendar	Finishers	Sanctioned Events	Certified Events	Sanctioned Finishers
2019	345		162	29	
2018	356	168,570	160	32	120,633*
2017	362	159,644	160	41	124,167
2016	378	172,357	167	47	159,242

\*14 PESF's from 2018 are outstanding for ~4000 runners.

## 2018 BC Super Series Participation

	Race	2019 Finishers	2018 Finishers	2017 Finishers
1	Harriers Pioneer 8K	547	481	492
2	Steveston Icebreaker 8K*	371	308	242*
3	"First Half" Half Marathon	1,842	1,535	0**
4	St Patrick's Day 5K	1,226	1,404	1,206
5	Vancouver Sun Run 10K	33,878	33,788	32,586
6	TC10K		6,796	6,832
7	Vancouver Marathon***		3,757	3,577*
	2017 Vancouver Half			6557
8	Longest Day 5k		737	752
9	Scotiabank Vancouver Half Marathon		3504	3500
10	Summerfast 10k		402	419
11	Under Armour Eastside 10k		2434	2158
12	Goodlife Fitness Victoria Half Marathon		2748	2628*
	2017 Victoria Full			1068
			57,894	55,570

\* Races in 2017, marked \*, were not in the series 2017. \*\* "First Half" Half Marathon was cancelled in 2017.

## BC Championship Participation

Championships	2019 Eligible Finishers			2018 Eligible Finishers		2017 Eligible Finishers		2016 Eligible Finishers	
	M	F	Total Finishers	M	F	M	F	M	F
5K	79	52	1226	77	57	63	41	63	44
8K	33	28	371	32	21	14	6	14	12
10K				19	16	44	26	57	34
Half Marathon				18	20	29	24	27	16
Marathon				26	8	13	9	12	13

5K Championship hosted by St Patrick's Day 5K all years. 8K Championship hosted by Midsummer 8K in 2016-2017, and by Steveston Icebreaker 8K in 2018-2019. 10K Championship hosted by Eastside 10K in 2016-2017, and by TC10K in 2018-2019. Half Marathon Championship hosted by Vancouver Marathon in 2016-2017, and by Victoria Marathon in 2018-2019. Marathon Championship hosted by Victoria Marathon in 2016-2017, and by Vancouver Marathon in 2018-2019.