



Report to the BC Athletics Board of Directors

Clifton Cunningham

Technical Manager Road and Cross Country Running

Events Attended

- Pioneer 8k
- Icebreaker 8k

Strategic Plan Activities

Technical Leadership – Event Directors

- Race Directors conference has been scheduled for March 2nd 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
- 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.

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. Website and sponsor decks are being created.
- **BC Championships**
 - **8k Championships – Steveston Icebreaker 8k (Kajaks)** - So far race registration numbers are up. RD and I have been encouraging participants to renew / take out memberships to participate in the Championships.
 - **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.

January 17, 2019



- **BC Super Series** - Series kicked off on Jan 13 with the Pioneer 8k, race registration for the event was up 15% (100 people) over last year for 547 finishers vs. 481 in 2018.
- **Vancouver Sun Run** – Working with the event to assemble their elite field. Application is now open and athletes are applying.

Organization Capacity - Communication

- **Event Calendar** – calendar is being updated daily, 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.
- **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.



2018 Race Trends

Road & Trail Race finishers January 1 to December 31

| Year | Races in Calendar | Finishers | Sanctioned Events | Certified Events | Sanctioned Finishers |
|------|-------------------|-----------|-------------------|------------------|----------------------|
| 2018 | 356 | 168570 | 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 |
|---|----------------|----------------|----------------|
| Harriers Pioneer 8K | 547 | 481 | 492 |
| Steveston Icebreaker 8K* | 371 | 308 | 242 |
| "First Half" Half Marathon | | 1,535 | 0** |
| St Patrick's Day 5K | | 1,404 | 1,206 |
| Vancouver Sun Run 10K | | 33,788 | 32,586 |
| TC10K | | 6,796 | 6,832 |
| Vancouver Marathon*** | | 3,757 | 3,577 |
| 2017 Vancouver Half | | | 6557 |
| 2017 Fresh Air Midsummer 8k | | | 119 |
| Longest Day 5k | | 737 | 752 |
| Scotiabank Vancouver Half Marathon | | 3504 | 3500 |
| Summerfast 10k | | 402 | 419 |
| Under Armour Eastside 10k | | 2434 | 2158 |
| Goodlife Fitness Victoria Half Marathon | | 2748 | 2628 |
| 2017 Victoria Full | | | 1068 |
| | | 57,894 | 55,570 |

* Races in 2017, marked red, 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 | Eligible | M | F | M | F | M | F |
| 5K | 33 | 27 | 654 | 77 | 57 | 63 | 41 | 63 | 44 |
| 8K | | | | 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.