

Our Vision

To inspire the sport of cycling

Our Mission

Foster quality competition from the grass roots through to high performance levels, and encourage partnerships to grow participation in the sport of cycling

Our Values

Fairness, Safety, Inclusiveness and growth through opportunities

President's Foreword

On behalf of the Board of Directors and staff, I would like to thank all our members for your continued support for the sport of cycling in British Columbia.

Financial Success

2010 has been a year of continued financial success, the details of which will be presented by Jonathan Page Vice President Finance. It is worthwhile noting that we have once again secured the maximum possible Gaming Grant from the Provincial Government and are one of the best funded sports organizations in British Columbia

Insurance

Cycling BC successfully secured "stand alone" insurance policy for the 2011 race season after previously insuring as part of the CCA's national policy. The first year of the program has so far been free from liability claims and we anticipate renewing successfully for the 2012 season

Victoria Velodrome

The Juan de Fuca Velodrome has been saved for at least a few more years and Cycling BC followed through on a commitment to try and secure funding to host a track event on the outdoor Velodrome. Cycling BC did secure funding and a Provincial Track Championships were successfully hosted by the Greater Victoria Velodrome Association.

International Stage

Our high performance program continues to flourish and our pool athletes have demonstrated that British Columbia has some of the best young athletes in the world. Most recently, the Canadian Women's Team Pursuit won Gold at the 2011 Pan AM Games with three BC based athletes . Max Plaxton won a silver medal in Cross Country. Tory Nyhaug has had a successful year on the World Cup circuit and is being considered a medal hopeful for the 2012 Olympic Games.

After a very strong year on the World Cup circuit and winning the last three events, Catherine Pendrel went on to win the UCI Cross Country World Championships. In the junior ranks, Lauren Rosser followed up a World Championships in 2010 with a bronze medal at the 2011 Downhill World Championships.

Youth Development

Downhill Racing has seen a influx of young riders and 2012 will likely see the introduction of a Youth/Junior specific courses on the BC Cup Circuit. Cycling BC has launched a youth focused Learn to Race program designed to bring more young riders into all disciplines. Cycling BC has launched a Youth Racing site that will provide a focus for parents interested in introducing their children to the great sport of cycling.

Awards

We are making changes to our awards night and we will now organize several distinct events for each discipline and a separate gala awards evening at which we will recognize sponsors, international success, builders and other notable achievements within the sport of cycling.

Event Hosting

Cycling BC has secured hosting rights for a 2012 BMX Supercross World Cup which will be hosted in Abbotsford and Cycling BC has submitted a bid to host National Cyclo-cross championships in 2012 and 2013.

Track Success

The track program had numerous podium finishes for BC athletes at the National Track Championships. Steph Roorda and Laura Brown finished in Silver and Bronze positions in the Omnium, Points Race and Individual Pursuit. While Jacob Swingboth, Gillian Carleton, and Scott Mulder had podium finishes in the various sprint events. Jasmin Glaesser pushed Tara Whitten all the way in the scratch race and finished second. In the Junior ranks, Kyle Buckosky won 2nd in the Junior Pursuit.

BMX Success

The National Championships saw BC Riders Tory Nyhaug and Connor McCormack take 1st and 3rd in the Elite Race. Paige Zarazun and Amanda Lander won gold and silver respectively in Junior Women category and James Palmer placed 2nd in the Junior Men.

Mountain Bike Success

Catherine Pendrel and Max Plaxton were both victorious at the Cross Country Nationals while Thomas Hardy was the top Junior with a 4th place finish. British Columbia dominated at the 2010 Downhill National Championships at Panorama Mountain, winning the Elite men's and women's titles, plus both of the Junior titles. Kelsey Beggs began the run of awards for BC with the Junior women's title. Remi Gauvin then continued the province's winning ways in the Junior men's category. In the women's competition Micayla Gatto finished in front of second place Miranda Miller with newcomer Casey Brown taking third and making it a clean sweep for BC. In the men's race BC took Gold and Bronze with Andrew Mitchell and Dean Tennant taking 1st and 3rd place.

Road Success

Junior Annie Ewart was crowned National Road Champion this year while Kyle Buckosky and Adam De Vos secured 4th and 5th place at the National Road Championships. Svein Tuft followed up his seventh national time trial championship with his first road title. Svein led a sweep of the podium at the Elite Men's Canadian National Road Championships by BC based riders with Will Routley finishing second, and Zach Bell third. Victoria's Erinne Willock secure a Bronze in the Women's road race to round out a great year at National Road Championships for BC riders.

In closing, I would like to thank all the 2011 board members and local volunteers who continue to give their valuable time and energy to the sport of cycling. I would like to thank

all our sponsors and supporters who contribute so much to our success. And finally I would like to congratulate and thank all our cyclists. It is our hope that you have been able to attain, or exceed your goals for the year, and that the coming year will prove to be a rewarding one for you.

Wayne Pomario | President

Chief Executive Officer's Report

Cycling BC identified 13 Key Result Areas (KRA) as a part of our strategic planning process in 2009. These KRAs have provided important direction for the staff team as we take care of the daily operations of the association. Progress has been in all 13 areas with some tremendous success in several important that deserve highlighting.

Recruiting New Participants

Increasing participation from youth age participants, women , and persons with a disability areas were identified as a major priority by the Board of Directors and our initiatives in this area are already showing results.

Growing Youth Participation

Cycling BC has implemented several initiatives to grow youth participation. Our schools based program will deliver skills acquisition and learn to race program to middle and high schools. Cycling BC has trained several local instructors and is looking to train instructors on Vancouver Island and in the interior. The program has been well received and we anticipate demand will far exceed our initial instructor capacity.

Growing Para-cycling Participation

The creation of a Vice President Para Cycling has helped create a focus for the growing participation from disabled athletes. Cycling BC has secured \$5000 matching equipment grant that will facilitate the purchase of bikes “first contact” programs as well as high performance programs.

Women's Participation

Female participation in the sport of cycling ranges between 13% and 18% dependent on what type of license they hold and in what discipline they participate. In 2011, Cycling BC launched several initiatives that are designed to encourage greater female representation in all our disciplines. Women only programs for CycleFIT and Learn to Ride Mountain Biking have now been launched and our new Women's website will provide a key source of information for women interested in getting involved with each discipline (women.cyclingbc.net) as well as a source of inspiration.

Building our Brand

Cycling BC has re-branded each cycling sector with a discipline specific logo based on our main logo. This sub-branding is designed to appeal better to the riders of each sector and to provide a distinctive look for our communications for each discipline. Initially this has translated into a new website and e-newsletter for each discipline as well as several of our strategic focuses (women, para-cycling, high performance)

Developing the Cycle Sport Coaching System

The sport of cycling has been in what feels like to many a constant state of “transition” from the “old” *National Coaching Certification Program* (NCCP) to the new “Competency Based Education Training” (now called the NEW NCCP). The model developed by the Canadian Cycling Association has not only been slow to fruition but also overly complicated in its

instruction and administration. The model also lacks an “Instruction Stream” similar to that offered in similarly coached sports like skiing, skating, and swimming. Our similarity to these sports comes from the environment in which newcomers to the sport first learn how to participate. Each of these sports is taught outside the context of competition. For example, we learn to swim from an instructor before we are coached to compete. In 2011, Cycling BC developed a formal instructor curriculum for Youth Learn to Race program and a CycleFIT curriculum for adults wishing to participate in mass participation road events. These two programs complement the Learn to Ride Mountain Bike curriculum developed in 2010. Our goal over the next few years will be to develop a range of Instructor stream programs that ensure that the pathway of all participants into each discipline is supported by a formal curriculum.

Developing Race Technical Support Services

Cycling BC has continued its commitment to providing enhanced technical services. In 2010, we successfully introduced the role of Event Representative at Road events and as a result implemented the same program at all our mountain bike events. We also expanded our timing system for Mountain Bike events. Our investment in this system and the training of timing technicians has made it possible for race organizers to provide an extremely high standard of timing without incurring the high cost that has historically been associated with race timing. The 2012 season will see the introduction of chip timing to road and cyclo-cross events and the purchase of a start gate for use at our two Velodromes.

Developing the Officials/Commissaire System

As with previous years, our Commissaire development programs have managed to recruit a few officials to replace commissaires who have left the sport. Our association will maintain its commitment to recruit and train officials but the success of this program is largely restricted by the amount of interest in the cycling community to taking the training and become a qualified commissaire. Cycling BC continued its support for our existing officials through professional development opportunities. In March 2011, we provided grant for several officials to attend the first annual USA Cycling Commissaire Summit. Cycling BC has continued to invest in the development of Commissaire training resources. Cycling BC has developed a new level one Commissaire course for road, track, and cyclo-cross. The courses have been designed for delivery in a classroom setting or from home and as a result make it easier than ever to become a qualified official.

Ensuring Long-term Financial Stability

Cycling BC has taken great strides over the last decade to improve its financial stability. The last five years have seen a dramatic improvement in gross revenues from external sources and this trend has now returned Cycling BC to a point where any surplus revenues in 2011 will start to help build financial reserves for the association. Our participation programs will have the inevitable impact of increasing revenues from membership sources while new initiatives like CycleFIT will increase annual revenues from programs.

Establish efficiencies in Insurance Management

As reported at the 2010 AGM, Cycling BC identified ongoing deficiencies in the level of service received from the national insurance broker. This poor service was compounded

when the CCA's broker indicated that a \$2 per person increase in liability programs was being sort for the 2011 race season. This prompted Cycling BC to conduct a thorough review of the national insurance program.

The review of the national insurance program revealed very few liability claims from British Columbia over the past six years. This favorable claims history would normally result in stable of more competitive insurance rates. The review also revealed a history of large of liability claims from Ontario over the same period. As a result of this review and the resistance of the CCA and our provincial partners to seek an alternate broker, Cycling BC secured a "stand alone" policy with the same level of coverage. As an added bonus, the policy was less expensive than the national policy and will likely create a small insurance reserve on our balance sheet at the end of 2011.

Creating Local Urban Government Partnerships

The upcoming local elections have provided an opportunity to initiate a lobby for increased support for each of our disciplines. Cycling BC has initiated an email campaign asking all candidates to commit to parity of funding for the sport of cycling in their community. Specifically, the requests asks the candidate to commit to the following:

"if elected you intend to advocate for the the sport of cycling (road, mountain biking, BMX, & cyclo-cross) to receive comparable support to that offered to similar sized sports in your community"

This campaign will be the start of a process that will take many years and really never concludes.

Ensure High Performance Success

Simply stated, Cycling BC's high performance success over the past four years has been unprecedented. In 2006, Cycling BC operated a single road high performance camp that took a small group of athletes to the Tour D'Abitibi under the supervision of a project coach and several BMX projects under the supervision of our BMX Manager. The program has grown into its current form which focuses mainly on junior and youth age athletes and operates in downhill, BMX, cross-country, road, and track.

Nurturing Clubs Capacity/Volunteer Engagement

The Board of Directors recently ratified a new "Shared leadership/Share Responsibility" model that will serve to nurture club capacity and help us engage with the "builders" of the sport – our volunteers. This model will see each Vice President form a leadership group from its own community to form a discipline specific commission.

Each Commission will host an annual planning congress (after the Cycling BC AGM and before the 6 months prior to the start of the race season) that provides a forum for positive dialogue about racing within the respective discipline. The congress will include separate planning sessions to address major issues and challenges within the discipline. The congress will also form committees and working groups with the goal of developing position papers that address opportunities and challenges with the discipline.

In closing, I would like to thank the Board of Directors for their ongoing support and dedication to the organization and their respective disciplines. I would also like to thank the staff team for all their hard work over the last 12 months.

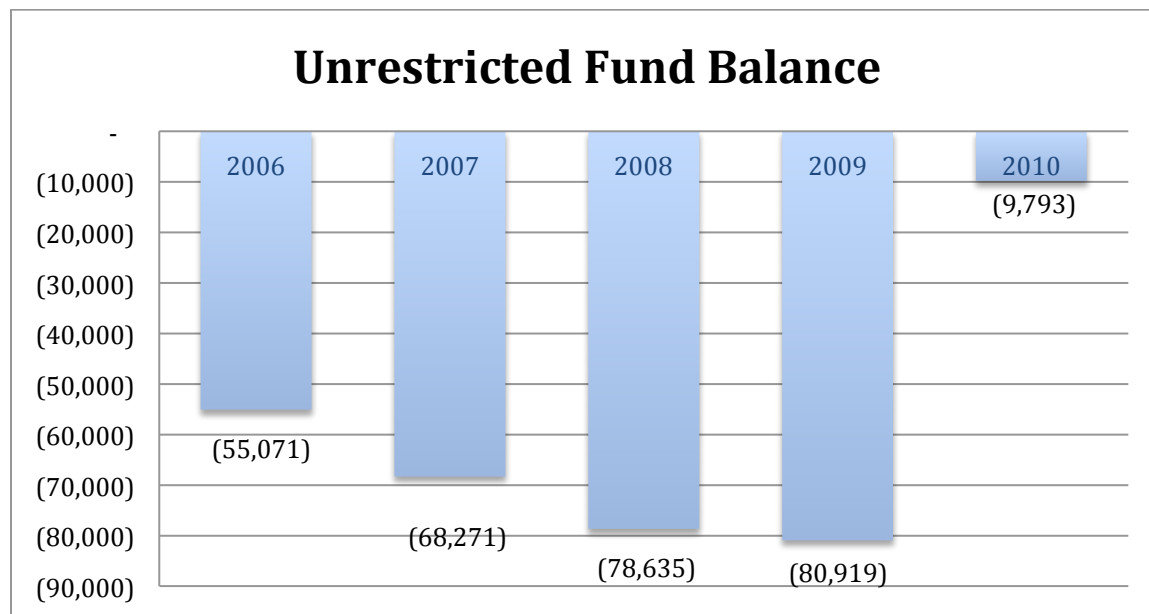
Keith Ryan | Chief Executive Officer

Finance Report

Cycling BC's financial situation continues to improve at a very health pace. Our consecutive surpluses for the past few years and the anticipated surplus for 2011 will enable Cycling BC to build some financial reserves.

Audited Statements

Our audited financial statements show a surplus of 56,547 for the 2010 fiscal year. This surplus has had a positive impact on our Balance Sheet and our Unrestricted Fund Balance has increased from -80,919 to -9,793. The anticipated 2011 surplus should put our unrestricted find balance in a positive position. A positive Unrestricted Fund Balance will allow future surpluses to be invested or placed into various reserves.



Fees

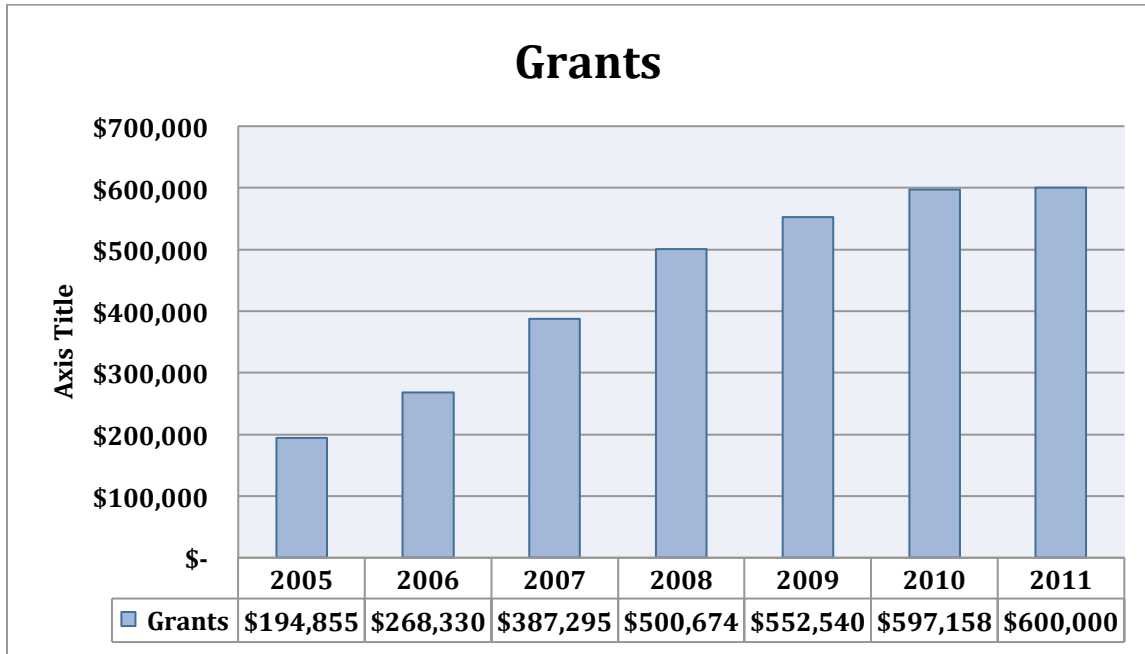
Cycling BC has adopted a policy of adjusting our license and membership fees based British Columbia's annual cost of living rate. There are no other fee increases proposed by the Board of Directors for the 2012 Season.

Auditor

Cycling BC has adopted a policy of changing auditors each five years in order to ensure we maintain good oversight of our financial affairs. As a result, we are recommending a new auditor for the 2011 Fiscal Year.

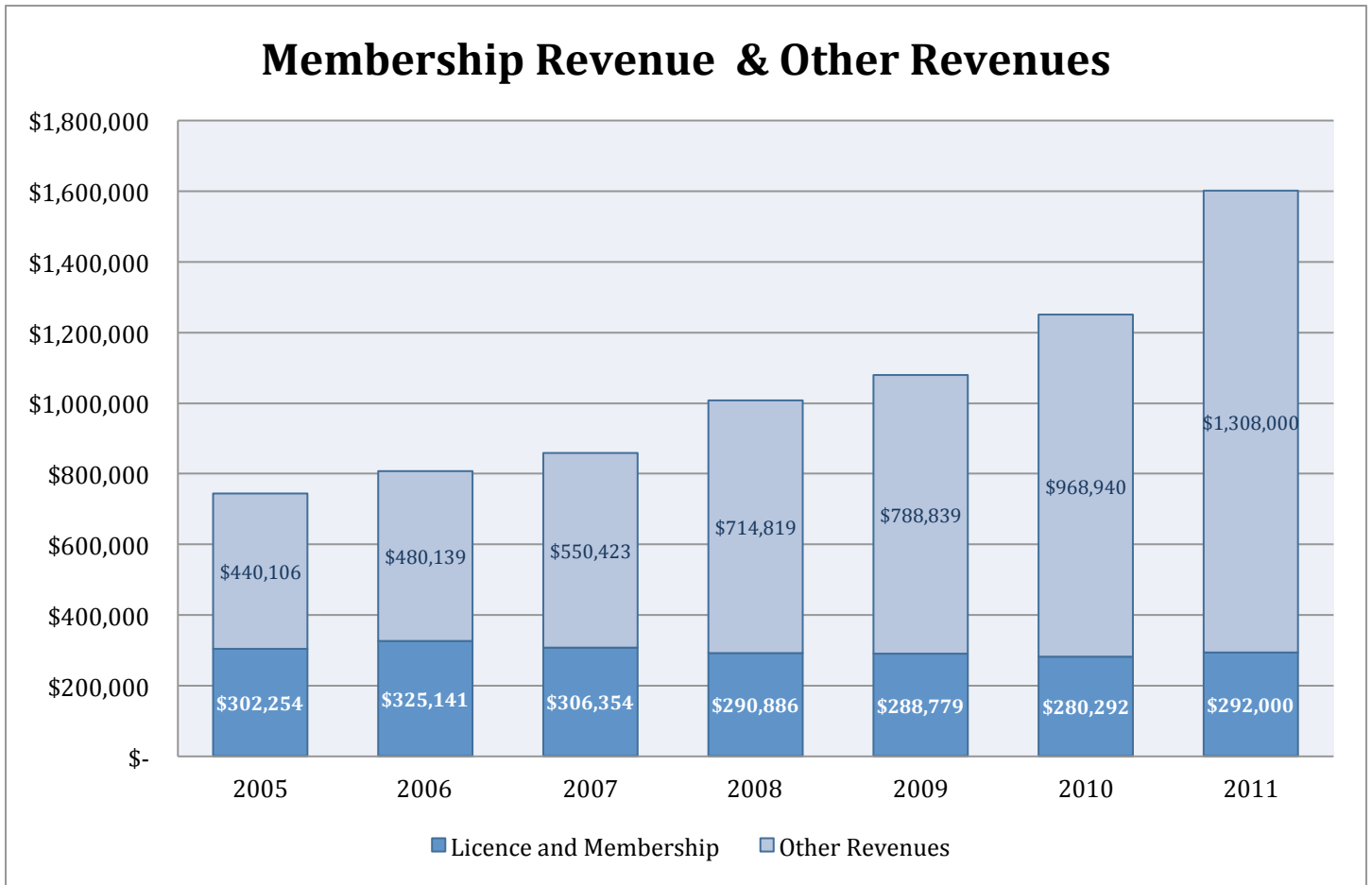
Grant Revenues

Cycling BC's revenue from grants continues to grow as illustrated in the following graph:



Membership vs. Other Revenue Sources

Our revenues from membership have started to increase again and our 2011 membership sales have increased by \$12,000 over 2010 sales of \$280,292.



Jonathan Page | Vice President Financial Oversight

Road

The Escape Velocity Spring Series kicked off the 2011 road season in March followed by the second annual Barry's Roubaix cycling race held in Pitt Meadows. The strong separated from the weak in an early season race that was made especially selective by the miserable weather conditions and the usual four kilometre section of gravel dyke

The BC Superweek events continue to provide great racing and substantial media coverage. The 2011 season saw the return of the Giro di Burnaby to the Cycling BC race calendar and to BC Superweek. The financial downturn in the economy made it impossible to host the event in 2010 but with support from the City of Burnaby and their sponsors the event was a great success in 2011. The addition of the UBC Grand Prix was another great addition to superweek racing and the childrens race was an amazing sight. On the not so positive side, the loss of the Yaletown Grand Prix and Richmond's Sockeye Spin where notable absentees from the calendar. The lack of timely registrations by riders in the Yaletown event was cited as the reason for cancellation while the cost of city services signaled the end to the Richmond event.

Our Provincial Road Championships returned to the streets of Vancouver at the 2011 Westside Classic. Returning to the scenic route surrounding Pacific Spirit Park near the University of British Columbia, the race attracted racers from around the Pacific Northwest and Canada; all of whom were all anxious to compete in one of Canada's premier cycling events.

Track racing continues to grow stronger at the Burnaby Velodrome and after a two year absence, professional track cycling returned to the Burnaby Velodrome in 2010 with a four day, UCI sanctioned event. It has been a positive year at the Victoria Velodrome which is open to racing again and as a result hosted our Provincial Championship. We are fortunate to have both an indoor and outdoor track and Cycling BC is committed to help both clubs retain access to these facilities.

Todd Hansen | Vice President Road and Track

Mountain Bike

Downhill racing continues to drive increased participation in the mountain bike sector. This influx has been most noticeable in the youth age athletes (age 12-15). Marathon Cross Country continues to attract healthy participation from adult age participation while the Olympic Cross Country format lacks the same appeal. Cycling BC anticipates that its will organizing local cross country races in 2012 as a entry point for new and youth age participants in mountain biking.

Next year will see an expansion of the BC Race series to some new locations and greater involvement from Cycling BC in the actual organizing of events. Our newly purchased (previously used) timing trailer will be put to good use in the 2012 season as more and more events employ our low cost timing system.

A 2011 report would not be complete without noting the wonderful achievement of Catherine Pendrel who graces the cover of this annual report. Her World Championship win and her outstanding performance on the world cup circuit make her season one to remember for all fans of mountain biking in BC.

Henry Pejril | Vice President Mountain Bike

Cyclo-cross

The discipline of Cyclo-cross continues to grow and this season has seen previous attendance figures once again well and truly beaten. After previously only hosting only a couple of events the interior communities now have a full series and will host a BC Cup event for the first time. The Island Series continues to go from strength to strength and a recent race hosted 190 riders.

Cycling BC has submitted a formal bid to host the 2012 and 2013 National Championships. If successful, this will mark the first time the event has been hosted in BC since Nanaimo hosted the event in 2006. The timing of hosting this event prove to be even more beneficial given that Louisville, Kentucky was chosen by the Union Cycliste Internationale to host the 2013 Elite Cyclo-cross World Championships and the 2012 and 2013 Masters Cyclo-cross World Championships. This historic appointment is the first time the Cyclo-cross World Championships will be held outside of Europe in the 50 plus year history of the championships.

Dave Cressman | Vice President Cyclo-cross

BMX

BMX continues to be a critical entry point for the sport of cycling. Specifically, BMX offers racing opportunities to riders in the "FUNdamentals" stage of the Long Term Athlete Development Model and offers a pathway through the entire LTAD pathway.

Our BC Cup Series continues to provide a competitive series for all our local riders however the affiliation of BC tracks to the privately owned American Bicycle Association (ABA) continues to be the single greatest barrier for the expanded success of both the BC Cup and a western-based series. The owner of ABA is a Board member of the United States Cycling Association (USCF) and UCI events are being hosted on ABA tracks. Consequentially, Cycling BC has lobbied the UCI through the Canadian Cycling Association to have this issue addressed. The importance of the matter to the CCA has now increased as all the BMX tracks in Ontario switched to the American affiliation and a new ABA track is being constructed in Quebec.

Cycling BC and the five affiliated tracks continue to grow in either membership and or stature. Surrey, Ridge Meadows and Abbotsford have all added paved corners to their tracks, which provides for a more positive race experience (not to mention less track maintenance). The Abbotsford Track in partnership with Cycling BC successfully sourced funding for the Super-cross start hill through B2TEN. The construction of the start hill has enabled Cycling BC to secure a UCI World Cup Supercross event in 2012. The indoor season operated from the Agri-fair complex in Abbotsford continues to provide BMX and

4X racing opportunities during the Fall/Winter - so BMX racing in British Columbia is a year round sport.

Michelle Landers | Vice President BMX

Para Cycling

The season got off to a good start with Para Cycling racing opportunities as part of the Spring Series. Despite windy conditions and a threatening sky, Saturday, April 2nd saw one of the largest contingents of para-cyclists ever lined up for a race in British Columbia. Thanks to the support of Jeff Ain and the Escape Velocity Cycling Club, seven hand-cyclists plus two other para-cyclists on single bikes attended the 12 kilometre time trial held as part of the Spring Series Stage Race. Attendees included Provincial TT Champion Karen March and Provincial Silver Medalist Simon Harrington from Courtenay. Additionally, given the receptiveness of Escape Velocity to hosting para-cyclists, a small contingent traveled from Calgary to attend this race .

Our association partnered with SportAbility BC in 2011 for a team of Para athletes attending Road Nationals. Cycling BC provided Sugoi jerseys and race shorts as well as a small travel grant to each of the athletes. The 2012 Season will see the formal appointment of a Para Cycling Coach, the development of formal selection policies, and the selection of an official road and track team for participation in the national championships and a new high performance program.

Brian Cowie | Vice President Para Cycling

Randonneur

Randonneur cycling is riding a predetermined distance within a set period of time according to the Rules of Brevets de Randonneurs Mondiaux (BRM) promulgated by l'Audax Club Parisien (ACP) in 1921. These rides, also called brevets, are of 200, 300, 400, 600 and 1000 km in length.

The major event in the Randonneur cycling world, organized by the ACP, is Paris-Brest-Paris, a 1200 km brevet to be ridden in 90 hours or less. 2011 was a PBP year and several BC riders participated in this historic event. The 2011 domestic season has included races throughout the province and concludes on November 11th with a 200km event called the Eleventh Hour.

Alex Pope | Vice President Randonneur