

Riverside

ADVENTURE COMPANY

from the desk of

**DAVID
DECOTEAU**

Event Managers Report

August 11, 2014

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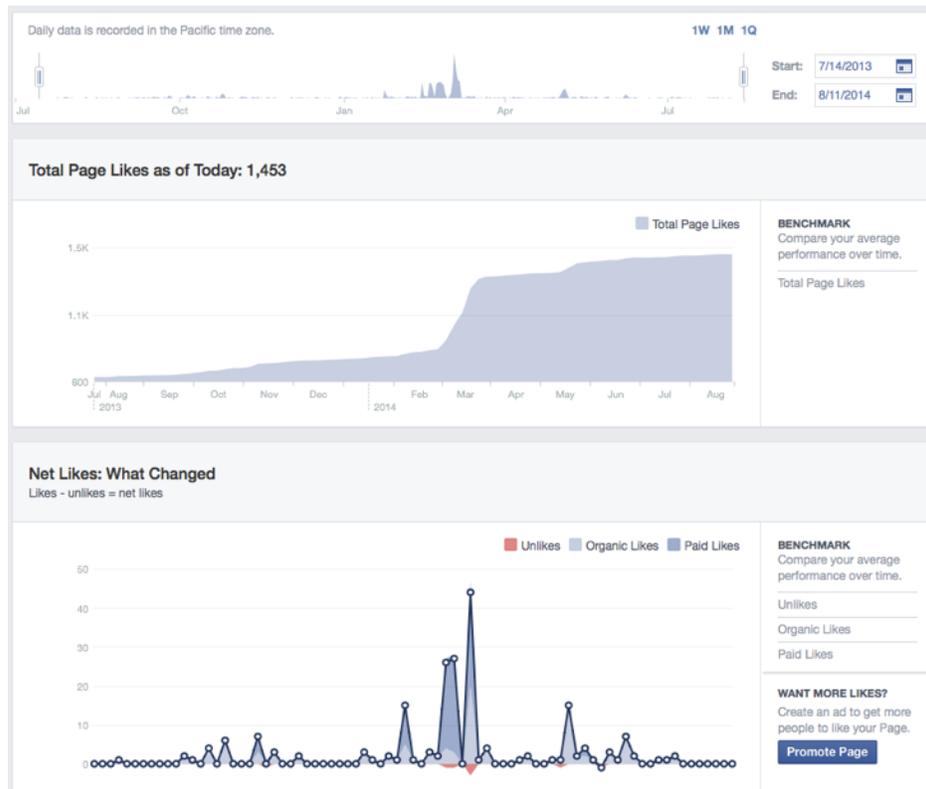
Website: www.RiversideAdventure.co

Dear MARC Board,

Just two subject on my mind for this month: and that is PLENTY!

OVERVIEW

1. RTRS Facebook
2. River Towns Cycling Classic



1.RTRS Facebook

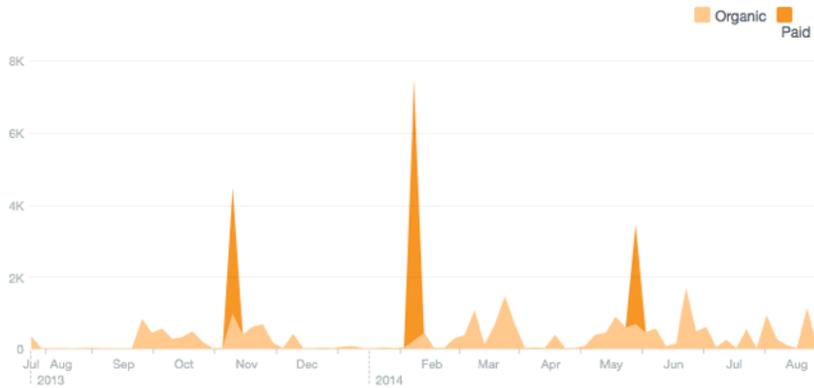
It's been a fairly calm time for facebook growth. We promoted and produced the Montour 24 during this period of time, but since that was almost entirely Bob and Dave Walker, that doesn't really belong in my report as Event Manager. They can provide the very positive reviews of that well produced and exceedingly popular event.

I provide the following graphs that you can review and ask questions about either during this meeting or later after you have had time to analyze them a little.

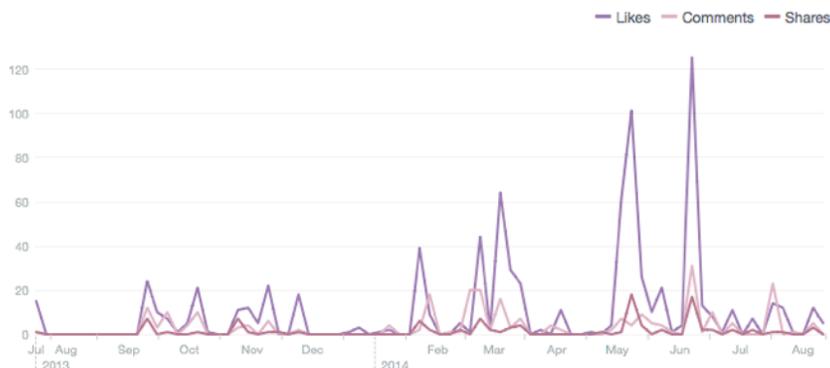


Enjoy our continued steady growth and popularity!

Post Reach
 The number of people your post was served to.



Likes, Comments, and Shares
 These actions will help you reach more people.

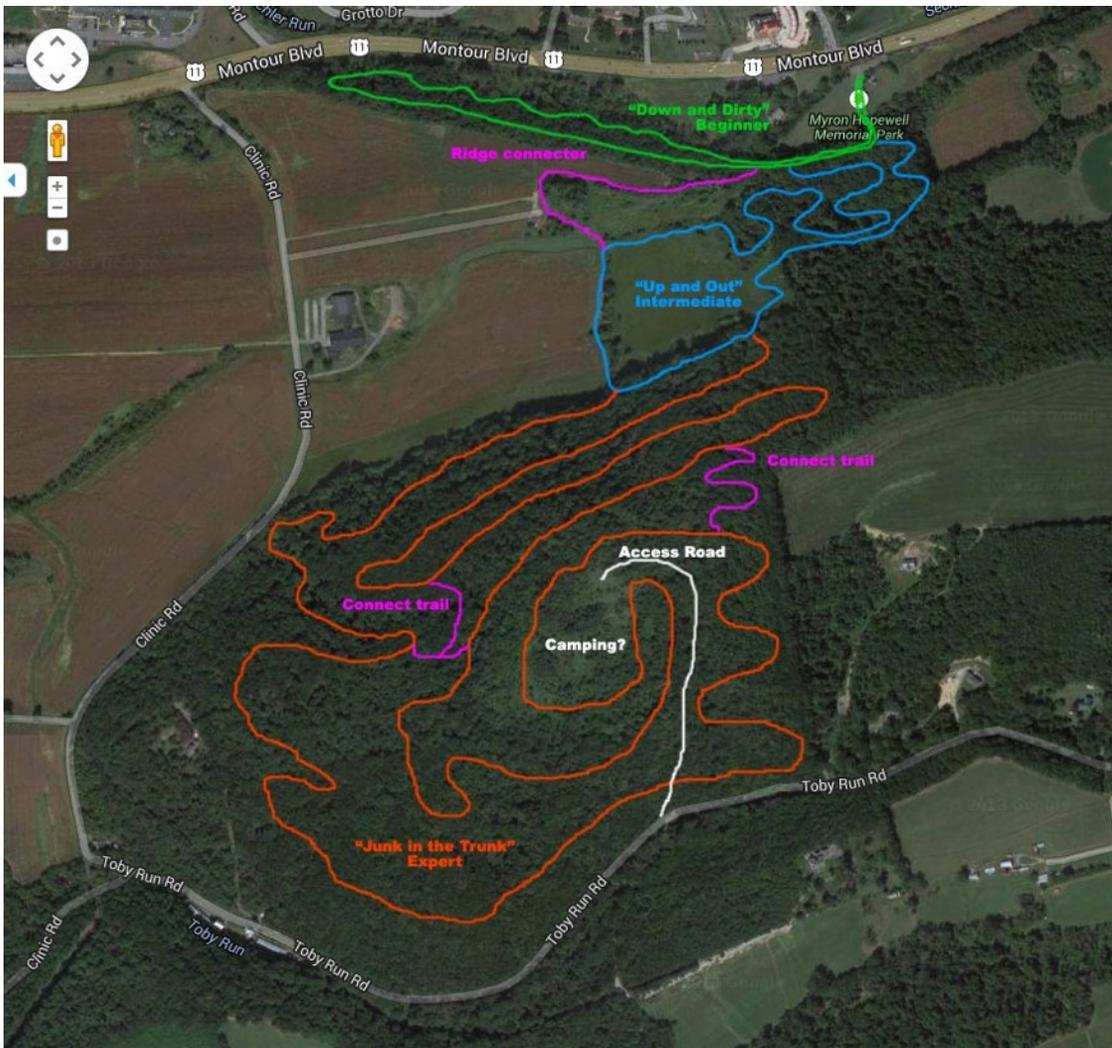


2. River Towns Cycling Classic

www.RiverTownsCyclingClassic.com

Event date: Sept 6th & 7th, 2014 - all day, both days.

This race will be receiving the of my time. Here is the latest:



RACES

Hopewell Challenge Mountain Bike Race - I list this first, as it's very exciting for MARC for a number of reasons. See the map below to best understand the scope and scale of what has been happening, and what will be happening at the event and as a community recreation addition for the next decade or so.

These trails shown at left are presently either created, or in the process of being created, with a completion date scheduled of this weekend 8/17/14

If you want to see them for yourselves, please schedule

your time so that you can volunteer on our large trail building days - this weekend - Saturday the 16th or Sunday the 17th of August. You will be both tired and amazed when you go home.

RTCC Criterium Race - I am pleased to announce that RTRS has gained approval and is eager

to work with the Riverside Airport as our venue of choice for this exciting, short track event! The venue alone will be a draw for riders. We hope you will plan to attend and potentially participate or at least root for the races on race day!



Mon -Tour Road Races - Sanctioning is complete! It was a long road, and now we get to see if it was a road worth traveling. We have successfully created 3 - Category rides of our Mon-Tour Road race:

Category 1,2 & 3 @ the 82 mile distance level - These will appeal to the Elite or highest level riders. This race will begin from the Legion building on Rt 11 @ 8:10 a.m.

Category 3 & 4 @ the 48 mile distance level - These will appeal to the intermediate level riders,

looking to gain points in the USAC classifications. This race will begin at the Legion building on rt 11 @ 8:00 a.m.

Category 45+ masters @ the 82 mile distance level - This is the largest category of riders, and we have this category at the urging of the USAC as our potentially largest sanctioned category of racers. This race will begin at the Legion building on rt 11 @ 8:20 a.m.

NOTE - We will continue to offer our CITIZENS category of both rides. This category is UNSANCTIONED and will appeal to the riders we have had in the past for this race and anyone else that wants a serious race, but is not interested in the points offered by USAC (or the fees they charge). This event will leave from the Iron Town Corporate Center location at 8:30 a.m.



I believe we have the leaders, permits, contractors, insurance and all pieces in place to make this a great - no strike that - OUTSTANDING new event in the region that will be warmly received for years and will become a community source of pride and tradition.

That being said: let's set some EXPECTATIONS properly:

1. Cyclists sign-up late: The Sunbury Bike race last weekend got 60% of their riders on RACE DAY REGISTRATION! That means that Race Organizers have a pretty big "Pucker factor" leading right up to - and including - race day. Be aware.

Organizers from across the nation are saying that an average of 38% of their riders that pre-register sign up in the week before the race. Tour de Tykes would sometime have 50 riders pre-registered and then have 200 on race day. That's just how cycling events roll (pun intended).

2. The River Towns Marathon had 45 people it's first year. We now have nearly 1,000 a few years later. We worked at it over a series of years, and that produced results. 'Nuff said.

3. Even if this event loses money this year (and it may), MARC got 8 miles of purpose built mountain biking trails built that will be a community asset for generations. At the end of this event, please factor in the cost per mile of trail built by other communities - before you pass any kind of final judgement on the success or failure of the RTCC.

I COULD WRITE A 20 PAGE REPORT ON THIS RACE, BUT THE BOTTOM LINE IS: WE NEED YOUR HELP AND THIS IS A GREAT EVENT FOR THE COMMUNITY AND MARC - regardless of how many people attend in year #1.

Humbly submitted,

David Decoteau
Event Manager
River Towns Race Series