



2023 MTB Season Report

With the winter months fast approaching, Ontario Cycling (OC) is looking back on the 2023 MTB season.

The 2023 MTB OCup Series was comprised of 3 rounds across the province, beginning with Mansfield Outdoor Centre and finishing in Sudbury at Walden Trails. This latter course was a new location filled with numerous technical features that challenged participants. Our second event was held at Hardwood, an event that was among the most well-attended MTB events in the province this year, as they continued to provide an exemplary rider experience. Thank you to all participants, volunteers, sponsors, landowners, and our partner cycling clubs/teams - Collingwood Collective & Walden Mountain Bike Club/Wolfpak Racing who contributed to making the 2023 MTB OCup Series happen!

Our 2023 MTB XCO Provincial Championships was organized in partnership with Halton Conservation and held at Kelso Conservation Area. This course is well-known as a taxing ride that pushes participants to their limits with an ascent up the escarpment with every lap. Kelso was the ideal challenge for the best to compete for the title of 2023 Provincial Champion.

This year also saw the addition of a new challenge within the MTB OCup races. The MONTU OCup Segment Challenge, sponsored by MONTU Bikes, was comprised of a pre-determined section of the course that tested different skills, in which riders who participated in the challenge through Strava, had their times recorded. The top ten males and top ten females who were the fastest in each designated MONTU OCup Segment Challenge section of each course, accumulated points throughout the OCup series. Unlike race results, this challenge was based on overall male and female results and not separated by age categories, meaning there was a fierce battle to win the coveted MONTU OCup Segment Challenge winner jersey and bragging rights for the year. OC would like to congratulate Joshua Tyers in the Men's category and Julia Lehmann in the Women's category on winning the 2023 MTB MONTU OCup Segment Challenge.

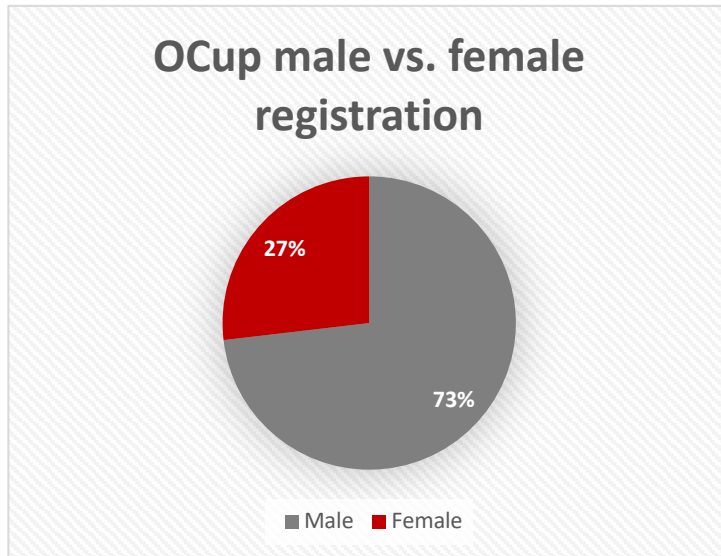
Over the season we also had successful Regional and Weekly Series MTB events taking place. With standout events such as The Dirty Nein and Tour of Kincardine hosting amazing one-day events. In addition to local race events, we had weekly series events that continued to provide racing opportunities for local communities, such as the King Race, Coulson's Hill, and Mountainview Thursday Night Series. These are just a few of the events which were key to rounding out our event calendar and providing an entry point into competition for many of our future champions.

Series Winners

Ontario Cycling would like to congratulate the following OCup Series winners:

Race	Name (Category)	
	Female	Male
Youth	Mackenzie Gawne (U11W) Nicole Haviland (U13W) Alexa Haviland (U15W)	Walter Weigel (U11M) Henry Weigel (U13M) Joshua Tyers (U15M)
Sport	Ellamarie Belcourt (U17W) Cait Dawson (U19W) Elizabeth Mahoney (SrW) Jena Taylor-Hunter (MAW) Melissa Brooks (MBW) Beth Hayhoe (MCW) Kim Crumpton (MDW)	Jaxson Van Den Bosch (U17M) Ethan Mourre (U19M) Steven Anderson (SrM) Brad Biskaborn (MAM) Myles Clearwater (MBM) John Burke (MCM) Dale Irwin (MDM)
Expert	Elly Moore (U17W) Amanda Samuelson (U19W) Sara Frangos (SrW) Sue Haviland (MAW) Amy Maher (MBW) Maureen O'Hare (MCW)	Evan Moore (U17M) Nathan Hauber (U19M) Brooklyn Hopper (SrM) Brian Rowaan (MAM) Paul Cobham (MBM) Albert Kleinikkink (MCM)
Elite	Dana Gilligan (W)	Robin Horsfield (M)

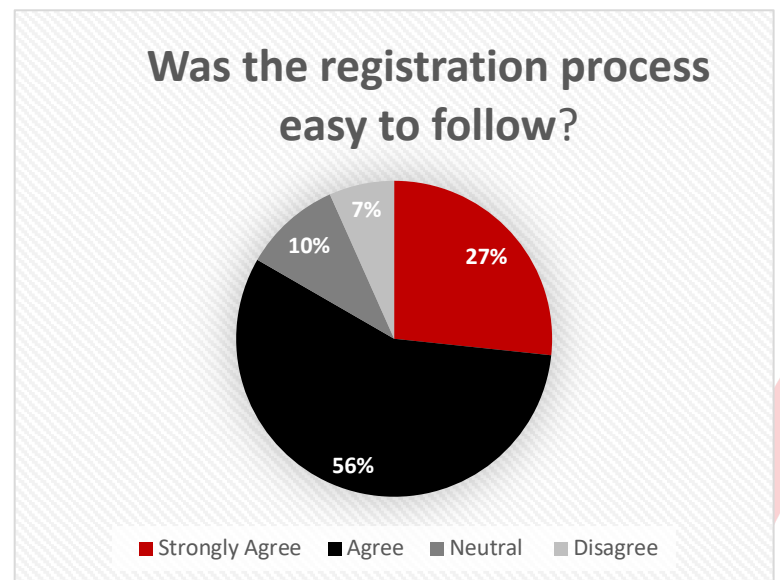
Female vs Male Participation



The 2023 MTB season saw a significant gap between female vs male participants. It is important to note, however, that while the gap is still quite significant, we saw a 4% increase in female participation over last season.

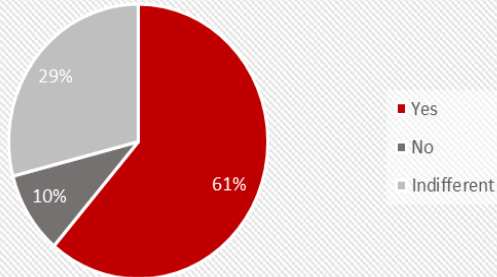
Event Registration

The registration process for 2023 MTB events was generally easy to follow for most participants, with 83% either Agreeing or Strongly Agreeing that it was easy to follow. Only 7% of participants found the registration process challenging. This supports the current process and systems used for the registration of sanctioned events, satisfying most users.



Series Registration

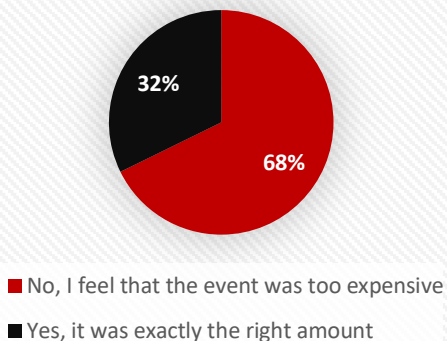
Did you like the option to register for the entire Series?



Riders were asked for their input on the inclusion of a series package, which was added this season. Most participants were in approval of the change with 90% of riders either in favor or indifferent with this option. We want to thank all who provided us with valuable feedback and ideas directly related to this option. The events department will evaluate all ideas to determine how we can improve riders' experiences for the upcoming season.

Event Pricing

Was the event priced correctly?

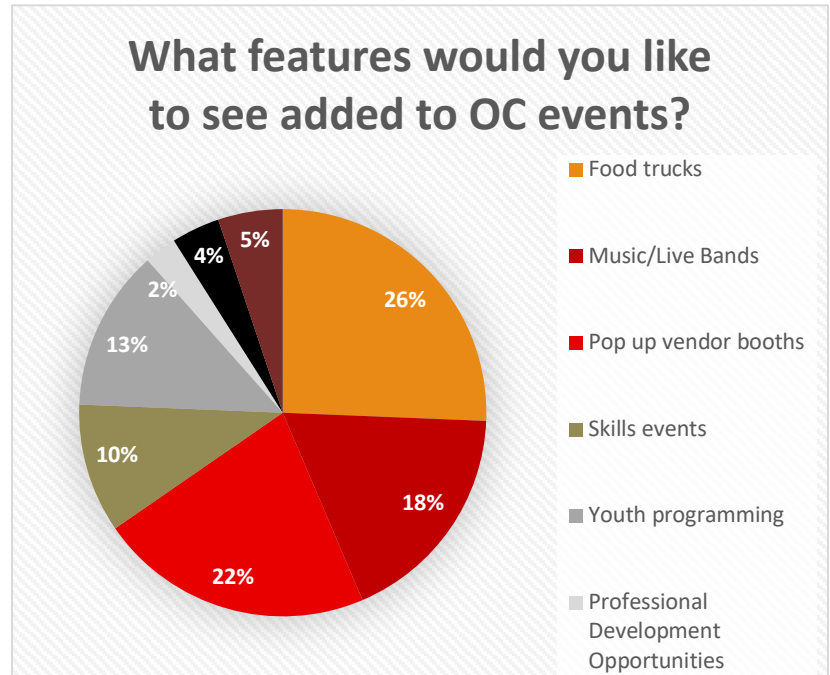


Most participants believed that the price of this season's events was too expensive. This result is representative of what we hear during our events, with 68% claiming events were too expensive and 32% feeling that events were priced appropriately. It is important to note, however, that registration prices have not had a significant increase in the past 5 years, despite the increasing costs associated with running events. The majority of OCup events operated at break-even or a loss, even with the participation fee increase. In 2024, fee cost caps have been put in place in the MTB guidelines

for organizers to follow. Restricting registration fees to be no more than \$5 above what was charged at MTB OCups in 2023.

Event Features

Most participants attending an MTB event this past season would like to see festival type features included at events. 66% of respondents would like to see the inclusion of food trucks, pop up vendor booths, and/or live bands at our events. 28% would like to see the inclusion of additional cycling activities with youth programming (i.e., HopOn), skills events, and/or short track races. OC supports and is working towards the incorporation of features to support a cycling festival environment at events in 2024 as we recognize that it not only creates a draw, but it is a great way to support community partners and promote the sport, while building memorable experiences and memories, for both athletes and spectators alike.



We had received 35 survey responses at the time of writing this report.

We also wish to recognize the great ideas and feedback we receive from the comments section and the event department has added these to their season debrief. We will use this information to look at how we can improve the experience for next season.

Partners

We would like to extend our sincere gratitude to all our strategic partners who contributed to making the Mountain Bike OCup races a success this past season. We would like to thank:

| Government of Ontario | Conservation Halton |
| SRAM | Montu | The Biking Lawyer LLP | CLIF Bar | HOJ | Ontario by Bike |
 | Mansfield Outdoor Centre | Walden Mountain Bike Club | Wolfpack Racing |
 | Zone4 | Pedal Power Photography | Service Course Halton | Odyssey Medical |

Your support has been invaluable in ensuring that each event follows a consistent framework and experience for all participants. We appreciate your commitment and



contributions to mountain biking in Ontario and we look forward to working with you on future events.

Volunteers

Ontario Cycling would like to take the time to thank all our dedicated volunteers who consistently show up and go beyond expectations at all our events! We could not put on these events without each of you, and we truly value your generosity with your time and the passion you have for our sport! We encourage all our participants to please remember to take the time to thank a volunteer at the next event you are at or consider volunteering at your next local event!

Commissaires

We are very fortunate to have a great group of commissaires for our off-road events in Ontario. We wish to extend our appreciation and gratitude to each of them for their professionalism, dedication, and passion for our sport. Being a Commissaire is a challenging role, and we cannot either run our sport or maintain the standard of fairness and safety in our events without them. Please make sure to thank a Commissaire for their time and generosity at your next event. And if you are interested in becoming a commissaire, please reach out to the office to find out how you can be a part of this fantastic team.

Clubs & Teams

A final Thank You to all the clubs, teams, and coaches who continue to support our Mountain Bike programming and events in Ontario. It's wonderful to watch the development of their athletes and see the excitement as they hit the trails! We encourage everyone to join their local mountain bike club and volunteer to support. The sport cannot run without those who work so hard to run programming for our athletes.

Have a safe and fun winter season – we hope to see you again at one or more of our Mountain Bike events in 2024! With both new and returning events, it looks like the season is shaping up to being an exciting one!