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# 2023-2024 Track Season Report

## Season Overview

The 2023-2024 Track Season brought an elevated look, feel and experience to the participants of our youth and adult events.

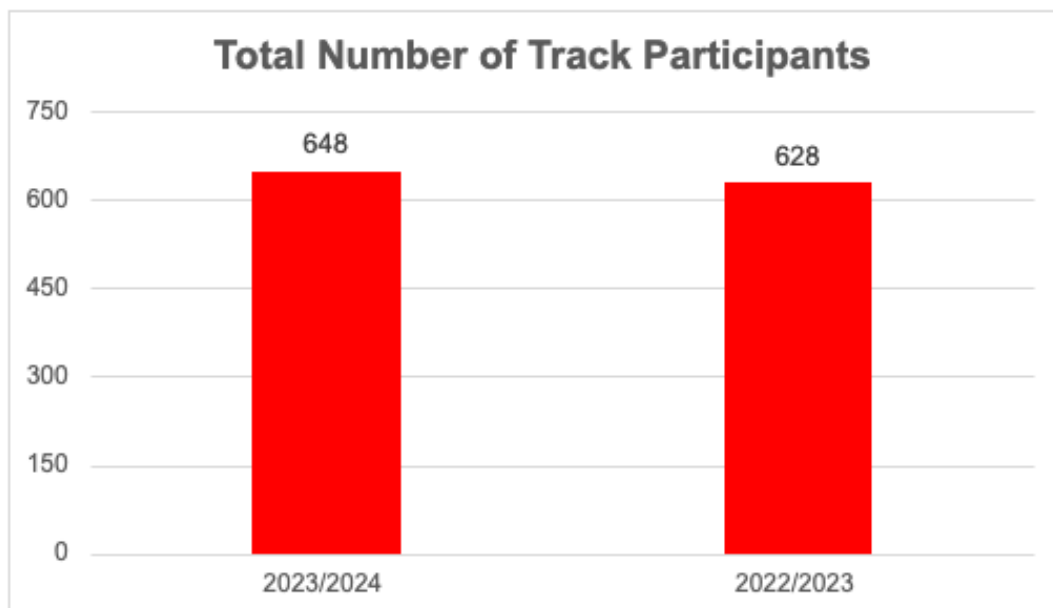
We brought back and incorporated events into the OCup and Provincial schedules, such as the timed events, team events (Team Sprint, Team Pursuit, Madison) and offered opportunities for U13 and U15 riders to participate and race in the Provincial Championships.

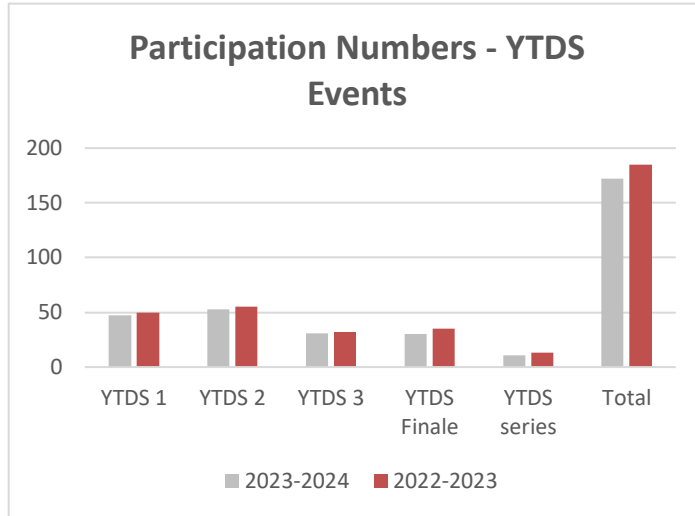
New this year was the presentation of our newly designed Provincial Championship jersey to all Provincial Championship winners. The addition of the Provincial Championship jersey presentation was highly anticipated by many riders and provided excitement heading into the Provincial Championships weekend.

## Event Registration

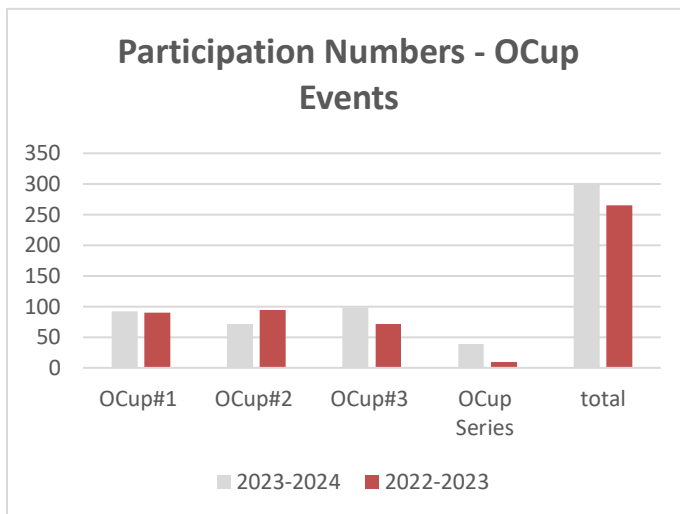
As we continue to rebuild our track participation numbers after the pandemic, we are happy to share that we saw an overall increase of 3% of riders participating in our track events in comparison to the 2022-2023 season.

One of our goals is to increase the number of Ontario-based riders participating in our track events. This year we saw an increase of Ontario-based riders by approximately 10% compared to the 2022-2023 season and we hope to continue to increase Ontario riders competing at track events for our 2024-2025 season.

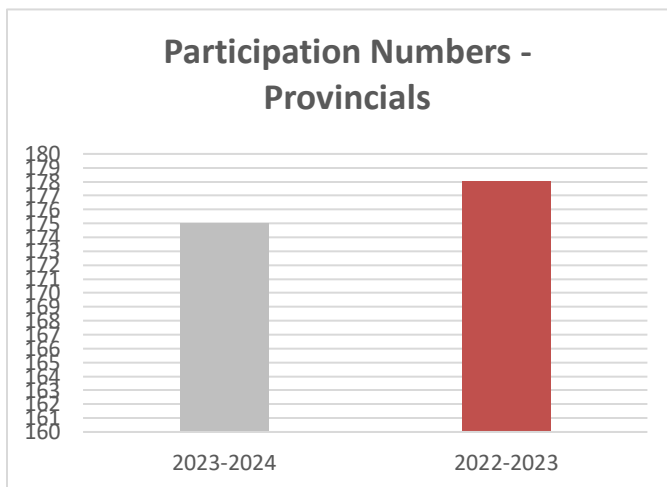




Comparison of youth participation between last year's 2022-2023 track season and this year's 2023-2024 season.

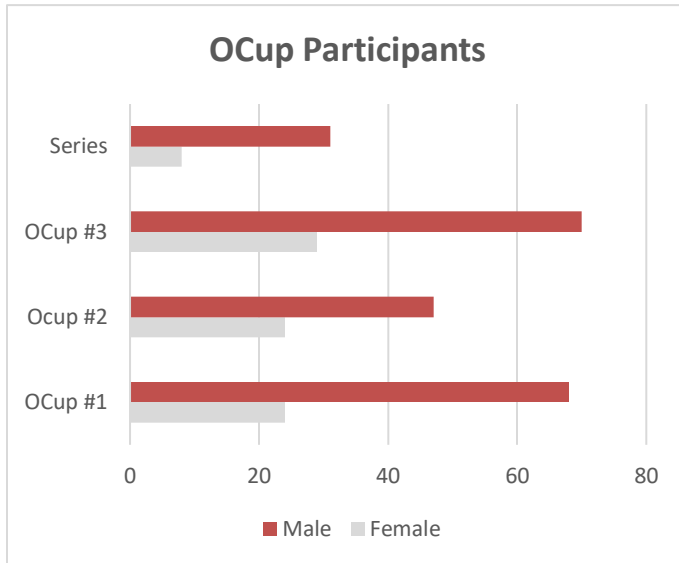


Comparison of OCup participation between last year's 2022-2023 track season and this year 2023-2024 season.



Comparison of Provincial Championship participation numbers between last year's 2022-2023 track season and this year's 2023-2024 season.

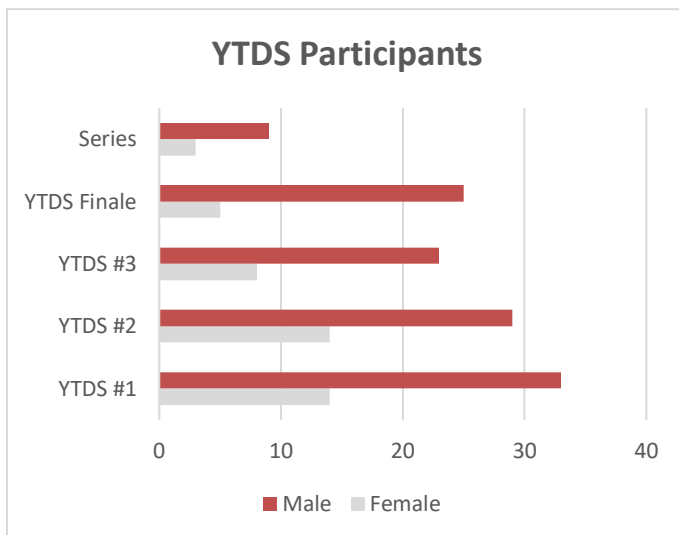
We are still seeing a large discrepancy in participation numbers between genders across all our track events.



Gender breakdown in all 2023-2024 OCup events.

The women's category makes up 28% of our total riders in our OCup events.

*Note: The results are also showing the number of participants registered through the series registration.*



Gender breakdown 2023-2024 YTDS events

The female riders made up about 24% of our total riders in the Youth Track Development Series.

*Note: The results also show the number of participants registered through the series registration.*

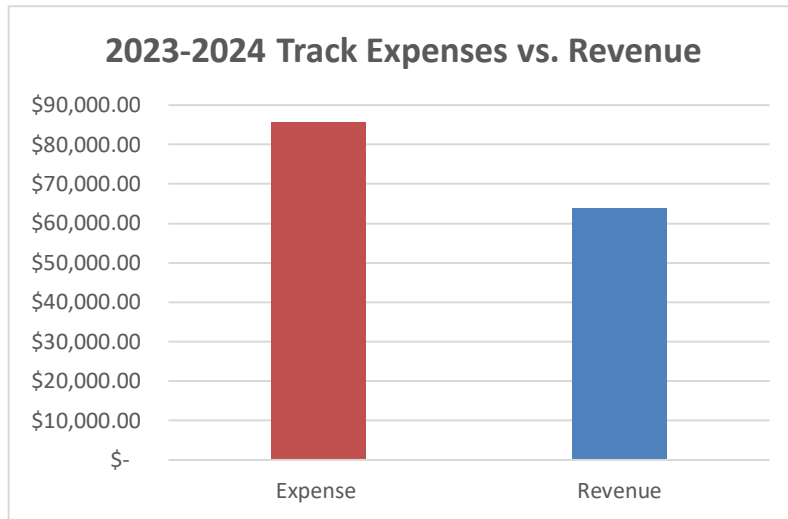
Ontario Cycling continues to seek out ways to decrease the gap between genders and increase female participation on the track as well as within all areas of cycling in Ontario. For the 2023-2024 season we partnered with NCIM to provide female riders that participated in the NCIM women learn to race program a 50% off coupon for the first OCup of the season. We also offered two additional categories for Master Women to participate in for Provincial Championships.

Ontario Cycling once again offered a series registration for all the YTDS and OCup events. Registration for the series registration was open from October 10<sup>th</sup> – November 6<sup>th</sup>. For the 2023-2024 season we did see an increase in registration for the series registration for our OCup events. Based on the feedback provided

throughout the season it appears that 41% of riders are indifferent with regards to series registration and 33% of riders like having the option to register for the entire series. We will continue to offer the series registration to allow riders to have the option of registering for the entire series at the beginning of the season and will continue to keep registration open leading up to the first event of the season.

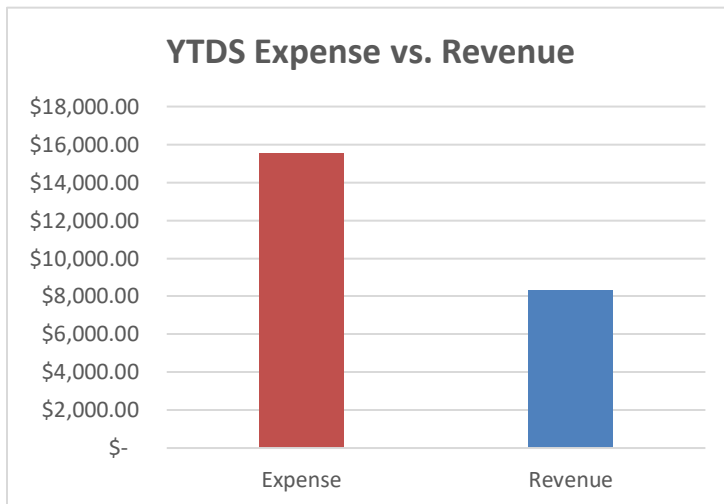
## Track Budget

Track events are one of the most expensive disciplines to run in the sport of cycling. Below we have broken our total revenue and expenses across all the track events that Ontario Cycling ran throughout the 2023-2024 season.

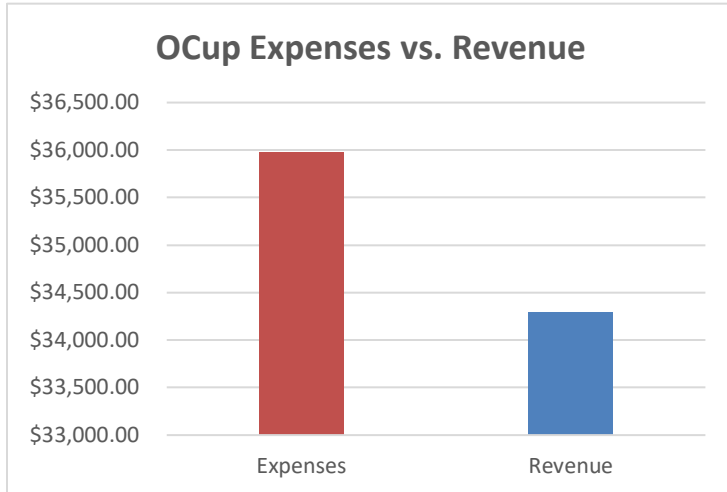


Total Expense vs. Revenue Comparison for the track season.

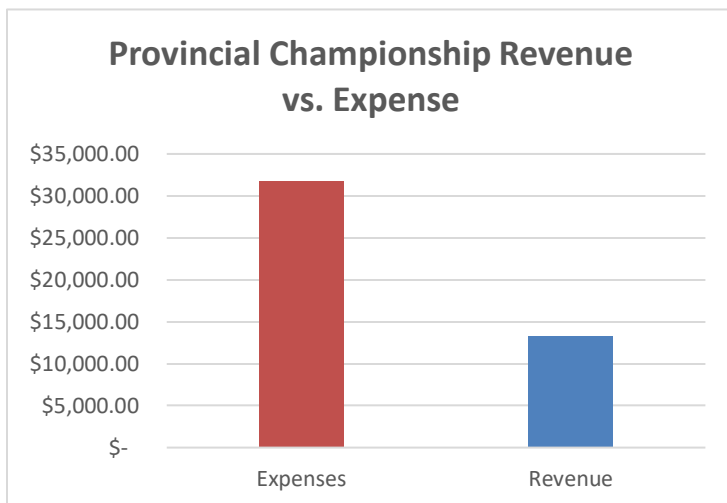
The comparison of total revenue and expenses for the 2023-2024 track season is also broken out below into the Youth Events, OCup, and Provincial Championships.



Youth Track Development Series – Expenses vs. Revenue



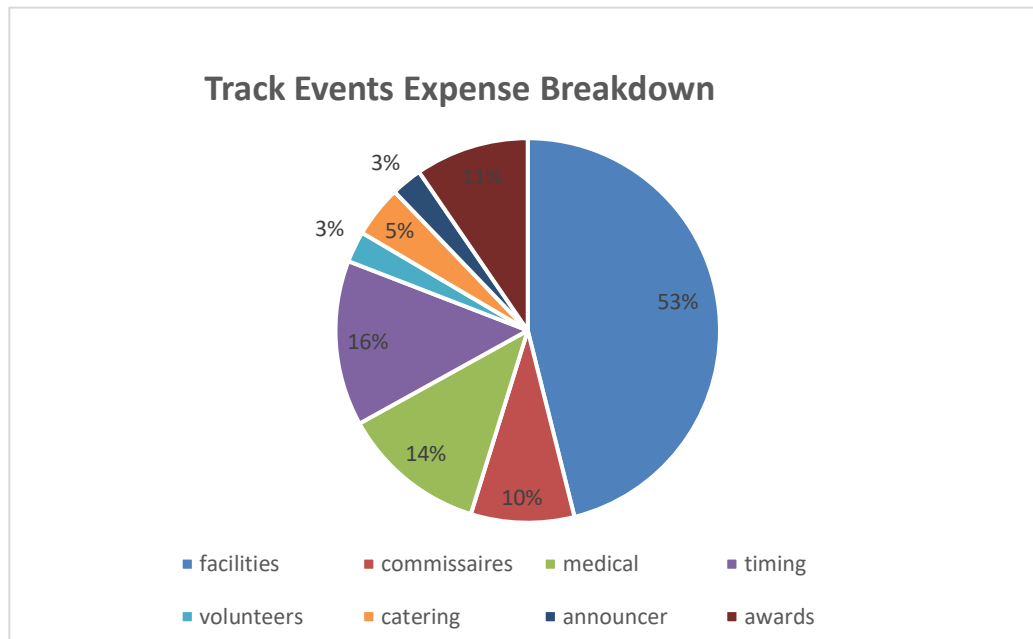
OCup Series – Expenses vs. Revenue



Provincial Championship - Expenses vs. Revenue

To support youth participation in our track events, Ontario Cycling keeps the cost of registration for our YTDS events at a minimum, but this also means that we run these events at a deficit. Any revenue that is generated from the OCups is put towards the deficit that we have from the YTDS events.

With all events, there are numerous pieces which must be taken into consideration when building our event budget. The chart below indicates the make-up of total expenses as well as percentage of expenses each category is responsible for.



While Ontario Cycling did not have a track sponsor to help subsidize the cost of our events this season, we were able to secure partnerships with brands to provide prizes for our participants which added value to our events. We will continue to work on finding strategic partnerships for our upcoming 2024-2025 track season, as well as finding innovative ways to drive registration and excitement for our track events.

## Event Participation Survey

Throughout the 2023-2024 Track season we had approximately 60 riders participate in our event participation feedback survey. Ontario Cycling encourages all coaches, riders, and spectators to continue to use the event participation survey to provide constructive comments and feedback to Ontario Cycling staff.

Ontario Cycling would like to thank all participants for taking the time to fill in our event participation survey, as we truly appreciate all feedback provided. We will continue to offer the feedback survey after each event for all disciplines, so we encourage everyone to please fill this out after each event and/or season, so that we can continue to improve our members experiences.

The event participation survey can be found here: [Event Participation Survey](#)

In the survey we asked riders to provide us with their thoughts or ideas on how we can better improve the overall event experience. Based on the results of the survey some of the most common areas was the cost of each event, as well as the

scheduling of each of the events.

Many riders felt that the cost of the events was a barrier in participation at multiple events throughout the season. Ontario Cycling has worked hard to keep the cost of each event as low as possible throughout the years and we will continue to do so. However, as you can see from the above section where expenses and revenue were broken down, you can clearly see that we do not make a profit from track events. Each event averages close to \$1000/hour for us to run, not including staffing. While we run these events at a deficit, we will continue to offer high quality programming and provide the best experience possible while maintaining a fair cost for our members.

We also saw feedback from many riders with regards to the scheduling and timing of the events not meeting their expectations.

We will use all feedback as part of our planning for next season as we work towards creating an effective event structure for the 2024-2025 track season.

## **Commissaires**

We are extremely fortunate to have a great group of commissaires for our track events here in Ontario. We wish to thank each of them for their professionalism, dedication, and passion for our sport. We could not run our events without them, so please make sure to thank them when you are at our next event! If you are interested in learning how you can become a commissaire, please reach out to us at the office and we can provide you with information on the first steps.

## **Volunteers**

Ontario Cycling would like to also thank all our wonderful volunteers, who worked so hard to make all our events a success! Volunteers are the backbone of our events and without their hard work, dedication, generosity, and passion, we could not offer these events. Please remember to take the time to thank a volunteer at the next event you attend! A smile and a thank you goes a long way.

We wish to also offer a special thank you to Chris Kiriakopoulos, our hard-working announcer for all our track events. Chris goes above and beyond, and we are so grateful to him for stepping up each and every time to provide that personal touch for our riders – both on the track and at the podium!

## **Supporting Partners**

Ontario Cycling would like to acknowledge that our events would not be possible without the support of the Town of Milton, Tony Osbourne Memorial Youth Fund, The Fix, Velofix, Sippy Cup Coffee, Idrinkcoffee.com, Odyssey Medical, our timers Doug Pogue and Andrew Paradowski from racetiming.ca, Canadian Sport Massage Therapists Associations, Home2Suites by Hilton, Best Western, and the Staybridge Suites.

## **Clubs and Teams**

A final Thank You to all the clubs, teams, and coaches who continue to support our track programming and events in Ontario. It's wonderful to watch the development of all the athletes and see the excitement as they hit the track at each event.

Congratulations to all the cyclists who participated in our OC Track Events. From the Youth Development Track Series & Youth Development Finale to our OCup Track Series and OC Track Provincials, we hope that you enjoyed your season at the Milton National Cycling Centre, and we look forward to seeing you again next season!