



SAFE RETURN TO ENDURANCE SPORTS!



CA CALIFORNIA Coalition of
Endurance Sports

Who is the **ENDURANCE INDUSTRY?**

We are participant events in every community in the state

- **Runs & Walks**
- **Bike Rides & Bike Races**
- **Triathlons & Duathlons**
- **Charity Walks & Runs**

If you have ever run a marathon, run or walked a 5K, completed a triathlon, or raised money by walking for your local school or charity – you are part of the endurance industry.



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OUR EVENTS promote
physical and mental health
which in turn create
HEALTHY COMMUNITIES.





OUR INDUSTRY MATTERS

"We drive tourism"

We drive tourism – if the state wants to jump start tourism both inside and outside of the state then open up endurance sports. We fill hotel rooms, generate car rentals, and fill restaurants as a results of our events

"We are LOCAL businesses"

90% of all companies in this sector are either small, family-owned companies, or non-profit organizations

"We help drive the economy and business"

Statewide the endurance industry generates **\$1 Billion dollars** of economic activity annually and employees over 100,000 staff and contractors



CHARITABLE IMPACT

The California Endurance Industry generates in excess of \$70M annually in charitable revenue

- According to the AP as reported in the Wall Street Journal, 1 in 3 non-profits are in financial jeopardy.
- In a recent article in Road Race Management peer-to-peer fundraising for non-profits will experience a 34% drop in revenue in the United States
- National and Local organizations rely on these funds to operate and fulfill their mission.


OUR INDUSTRY CHALLENGES

- We operate on advanced lead times – typical planning is 9-12 months
- Our events are annual and have an expiration – the first six months of events have been lost and fall is in jeopardy.
- Our athletes, and some events, are leaving California and participating in surrounding states
- Without immediate guidelines, many companies will close and events will fold forever as they approach a second year of cancellation



WE CAN REOPEN SAFELY

- Our events happen outdoors, in a socially distant nature.
- Let's follow the science – COVID transmission is 20X's more likely in indoor settings than being outdoors
- There are zero documented spikes of transmission from outdoor endurance events
- We can modify events for safety - *the same as every other business sector*
- We have developed robust COVID safety plans for our events in cooperation with multiple county agencies



"As far as the science, you probably all know that COVID transmission is around 20x more likely indoors..... Also, in order to be infected with COVID, a person needs to be exposed to AT LEAST 1000 infectious viral particles and with changing wind and runners passing each other, the chance of COVID establishing infection spread from one runner to another is essentially, but not quite, zero. Indeed, just driving to the race would be far more dangerous than partaking in it."

- Dr. Hoeg | Epidemiologist

WHAT WE NEED

We are ready to
open | we need
three actions to
do so:

- **Identify Endurance Events in the state's Reopening Blueprint**
- **Be assigned to Outdoor Recreation, same as other outdoor sports that the governor's office has identified as "healthy, outdoor activities" like the ski industry**
- **Open "with modifications" and using our safety protocols on a county-by-county basis**



A group of cyclists is riding on a paved path that runs along a sandy beach. In the background, there are several lifeguard towers; one is blue with the number '20' and the others are yellow. The ocean is visible in the distance under a cloudy sky. The image is framed by a solid blue border.

CLICK TO VIEW
SAFE RETURN TO ENDURANCE SPORTS
DEMONSTRATION VIDEO

LET'S GET OUTSIDE AND SAFELY
RETURN TO ENDURANCE SPORTS!

THANK YOU

CA CALIFORNIA Coalition of
Endurance Sports



spectrum sports
MANAGEMENT & TIMING SERVICES