



March 17, 2021

Honorable Sharon Quirk-Silva
State Capital – Room 6012
Sacramento, CA 94249

Thank you, Assembly member Quirk-Silva and Members of the Committee, for this opportunity to introduce you to our industry and its value and relevance to the State of California. My name is Mike Bone, I am the founder and owner of Spectrum Sports Management, a small business located in Los Angeles County. We organize and manage runs, walks, bike rides, triathlons, and other similar events.

My company has been in business for nearly 20 years and like the rest of our industry, was immediately shut down just over a year ago. This fate was shared by most businesses in California, but unlike most businesses, our industry has yet to receive a path or guidelines toward returning.

I am here to speak to you on behalf of the California Coalition of Endurance Sports, our impact on the state of California, and our need to resume business. We are a coalition of hundreds of small businesses operating in our local communities, supporting non-profits, supporting our local economies, and a healthy populace. We represent nearly 8,000 events a year and 2 Million participants up and down the state. If you ever participated in a local 5K or marathon; raised money in a charity walk or run; if you've participated in a bike ride with friends for charity; or even competed in an Ironman triathlon – you are part of our industry.

Our industry, our events, and our participants showcase the uniqueness that is the California lifestyle. California is the birthplace of the sport of triathlon, we are the essence of healthy, outdoor living, and healthy competition – from ages 8 to 100 we are participating in community events every weekend up and down the state. Further, 90% of our industry are small, family-owned businesses or non-profits. There is a strong need right now to boost California tourism – open our industry and we will. We fill hotel rooms, restaurants, rental cars – you name it, and we help drive it – all as a result of just doing our jobs.

We are very proud of our support of our non-profits partners - in a normal year our industry is creating nearly \$70 Million in charitable giving and revenue. Imagine the impact of this money disappearing from the non-profit sector, impacting everyone from national organizations to local non-profits. *'According to the AP, 1 in 3 non-profits are in financial jeopardy from the economic shutdown.'*

We need your help to reopen as we have some unique challenges in our industry. One is that we operate on large lead times for proper planning – typically 9 – 12 months. Think of the time it takes to

build a home, that is our timeframe for every event. Second, our events are largely annual – once the date passes the event expires and they are gone for the year – or forever. Third, businesses will close their doors this fall, having to go a second year without income, if we cannot get some assistance in reopening and soon.

We are ready to safely reopen, now. We have spent the last year looking at best practices from around the country, worked with our National Governing Bodies, and worked with our local County Health Dept and Resiliency Officers to ensure that we are ready to reopen. And, we have science on our side when you recognize that, that it is 20 X more likely to contract the COVID virus indoors than in an outdoor setting; and importantly, according to multiple studies and reports, there are no known outbreaks of the virus from an outdoor endurance event.

We need your help in three specific areas right away:

- Create a subclass of Endurance Sports in the Sports Reopening Guidelines
- Place us under Outdoor Recreation so that we are recognized as an outdoor recreational activity
- Allow us to reopen immediately “With Modifications” – the same as other youth and adult sports


We can do this now – as a matter of fact, 42 other states are either currently allowing, or currently planning/permitting for some form of endurance sports.

We would like to close by showing you a short video of a safe reopening of sports.

<https://youtu.be/3NIUTCbD3Ew>

Thank you for inviting us here today and listening to our concerns. Every one of us who works in this industry is passionate about our business, our events, and our communities and each of us wants to be an answer to returning California’s economy and neighborhoods to a robust ‘California lifestyle’. I have included some letters of support and recognition for each of you as well.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Bone". The signature is fluid and cursive, with a large loop at the beginning and a long horizontal stroke at the end.

Mike Bone
Co-Founder
California Coalition of Endurance Sports