



2016 NATIONAL CYCLO-CROSS CHAMPIONSHIPS EVENT REPORT

WHAT IS CYCLO-CROSS?

- Cyclo-cross is a sport that is growing tremendously in popularity in the U.S., having had its roots in the early 1900s in Europe when cyclists would spend the colder months racing through fields, farms, and woodlands so they could keep their physical fitness up between road riding seasons.
- Cyclo-cross races consist of many laps of a short, closed-circuit course featuring pavement, curvy wooded trails, slick mud, and grass, as well as obstacles, and “run-ups” or steep hill climbs that force riders to dismount. Races have a time limit, with a typical length ranging from 45 minutes to an hour. Part of the appeal to this growing sport is the possible adverse weather conditions—it is not uncommon to hear cyclo-cross racers get excited about a slick, muddy, snow-covered course.

WHO PARTICIPATES?

- Key Demographics: Male 68% / Female 32%, Ages 35-55 = 53%, HHI +\$100,000 = 48%, College Educated = 65%, Homeowner = 65%
- USA Cycling surveyed its membership, and found that 75% of their members participate in more than one discipline, and almost one third of those are cyclo-cross racers.
- Asheville hosted over 5,800 participants in the 2016 National Cyclo-cross Championships.

HOW DID THE EVENT COME TO ASHEVILLE?

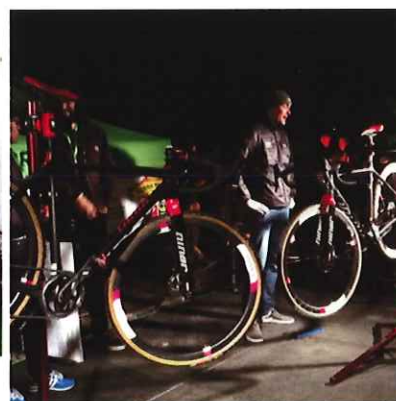
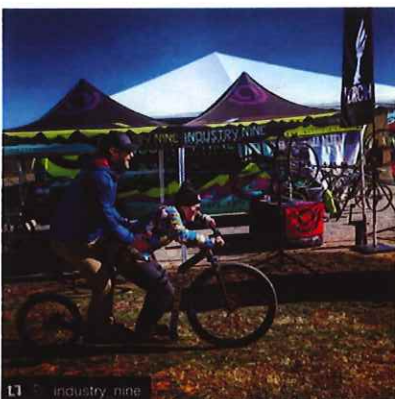
- The Asheville Buncombe Regional Sports Commission partnered with local cycling community leaders back in 2011
- USA Cycling visited Asheville in 2012 to meet with local leaders and inspect the potential venue



- In March of 2012 USA Cycling announced Asheville as a site for the 2016 event
- To ensure the course was perfect, two test events were held in January of 2014 and 2015.

RESULTS:

- Sports Commission partnered with the Biltmore Estate to host the 2016 Cyclo-cross National Championships on this beautiful private property, which received glowing reports from professional cyclo-cross racers from all around the country. Biltmore was very accommodating for this world-class course design, which meandered through farmyards, fields, and woods on the Estate.
- The 2016 National Cyclo-cross Championships featured the first ever Donut Race, a fun ride incorporating laps and donut eating, to benefit the iDream Athletes Foundation.
- During the week of races, there were auxiliary events in the Asheville community that attracted visitors and participants of CX Nats. One of them helped to raise essential funds for the local chapter of Trips for Kids.
- Sierra Nevada Brewing partnered with the Carolina Mountain Land Conservancy and the Mills



River

Partnership, providing beer sales revenue for local land and water stewardship projects.

- The Outdoor Gear Builders of WNC had large presence at the expo, showcasing their locally manufactured outdoor gear, along with other regional cycling industries.

WHAT THE RIDERS ARE SAYING:

- Jeremy Powers, National Champion, said, “The Biltmore Estate, which hosted the event, was so well taken care of. It was like Walt Disney meets cyclo-cross and everyone really enjoyed themselves. I think Tim Hopkins—the race organizer, USA Cycling, and everyone who had a part in it deserves a huge pat on the back because it was a really well run and well executed National Championships.”
- Pro rider, Adam Myerson, tweeted, “Nats course evaluation: best nats course I've ever ridden. Maybe best US course ever, period. “
- “Before I get going and don't find a good spot to place this, I want to say how impressed I am with the whole production of Nationals. The course was really top notch, I loved the elevation challenges (even if I hated it at times), the grounds were beautiful, and I really did feel like I was at an event, not just a bike race. So, thank you to USA Cycling and everyone else involved in this amazing production, you did it, and it was an incredible weekend in Asheville.” -Courtney McFadden, pro female racer

