

# 2011 Series Report



## SIERRA CUP

Mountain Bike Racing Series



### 2011 USA Cycling Regional Championship Cross Country Racing Series

**Pine Nut Cracker**, Gardnerville, NV

**Skyline Park Mountain Bike Race**, Napa, CA

**Peavine Challenge**, Reno, NV

**Kirkwood Mountain Classic**, Kirkwood, CA

**Sky Tavern Classic**, Reno, NV

**Great Tahoe Flume Race**, Glenbrook, NV

**Sawtooth Ridge Challenge**, Northstar, CA

### Series Sponsors



## Introduction

The 2011 Sierra Cup Series was a relatively new endeavor this year. Loosely based on the 2010 Nevada Cup Series, with some influence from past races such as the Knobular Series and Lake Tahoe Mountain Bike Series, the goal of the series was to provide fun events at a reasonable cost. We succeeded in doing this, set the bar for environmentally conscious events and raised funds for several trail organizations.

## By the Numbers

504	participants over the series
\$3600	in prize money awarded
\$5754	Donated to trail organizations from race proceeds
156	pounds of food waste composted
17	Podiums at Nationals by riders that qualified with the Sierra Cup Series (5 National Champions!)

## Community Involvement

Giving back was a big part of the series. Five of the seven races donated proceeds to specific trail organizations, the two that did not had the proceeds go to their respective cycling clubs, Alta Alpina Cycling Club and the UNR Collegiate Racing Team. The Sierra Cup T-shirts were sold at slightly above cost with the proceeds going to the Tahoe Area Mountain Biking Association(TAMBA). We also supported the post work BBQ at several TAMBA trail days with leftover food and beer from the races.

## Zero-Waste

A significant effort was put into going Zero-Waste. With support from Waste Not in Lake Tahoe, 6 of the 7 events attempted to divert as much waste as possible. This was done both through the purchasing of materials that were reusable, recyclable, or compostable and the sorting of all waste generated at each event. Zero-Waste is normally considered to be 90% diversion of materials. In the end, we diverted 89% of series waste to recycling or composting. This does not factor in several pounds of course marking materials that we reused throughout the series. We did this simply because we felt it was the right thing to do and wanted to set an example for other events.

## Prizes

\$300 cash was awarded at each event and \$1500 was awarded to the overall Series winners. Additionally, each event had an impressive product raffle that was open to all racers with the grand prize at several events being a cruiser bike from Black Rock Bicycles.

## What they said

We conducted a survey of series participants after it was all over and had 100 responses.

96% reported their overall experience with the Sierra Cup series was above average.

95% said that the Sierra Cup Courses were above average.

49% stated that it was important to be able to qualify for nationals or get USA Cycling Ranking Points.

82% said that they are more likely to support sponsors of events they enjoy (14% said "it depends").

41% of respondees spend more than \$2000 per year on mountain biking.

*"Thanks for making racing fun again" - Ben R.*

*"Your races are always well organized, non stressful, and are well thought out" - Cat 1 Male 30-39*

*"Wonderful job with the races, we are fortunate to have this series locally" - Cat 2 Male 40-49*

*"This was my first time ever racing in either mtb or road. I thought the courses were challenging and fun. The volunteers were awesome and very helpful. They did a great job and is one of the reasons why me and my friends will ride again next year. Keep up the good work!" - Cat 3 Male 30-39*

*"I have had the pleasure of racing mountain bikes through out California and in many of the western states. Without question the Sierra Cup Mountain Bike Series is the most well organized, has the most friendly staff and some of the most beautiful venues I have experienced"- Ray F.*

## **The Races**

### **Pine Nut Cracker, May 21, 2011, Gardnerville, NV**

This race was promoted by the Alta Alpina Cycling Club. They had the largest turnout in recent history with 128 racers. The course was in fantastic shape thanks to the recent rains and it turned out to be a perfect day for racing. This was the only race that did not participate in the Zero-Waste program.

### **Skyline Park Mountain Bike Race, June 12, 2011, Napa, CA.**

Again, record turnout was had for this race with 278 racers, being the 3rd highest attendance in the 18 year history of the race. (I also promoted the highest and second highest in 1996 and 1997). The course was spectacular and in probably the best shape I had ever seen it, thanks again to some rain earlier in the week. Overall the race raised \$2654 for Skyline Park, a privately run public wilderness park with a long history of supporting mountain biking.

### **Peavine Challenge, July 2, 2011, Reno, NV**

Originally scheduled for June 5, it was postponed at the last minute due to a rainstorm that came through the night before and dumped "more rain in Reno than in any single June day in the last 91 years". Unfortunately it also didn't become a strong possibility on the forecasts until Saturday afternoon. The course conditions were literally unrideable and after consulting with some of the trail stewards for the area, we postponed. Some were not happy about this, but everyone who regularly rides those trails was very thankful. The second attempt worked out very well with recent history record attendance for that event of 157. It was a brutally hot day with temps nearing 100, but those that finished raved about how much fun the course was. The Downhill race in the afternoon was poorly attended, but those who did race had fun. The Peavine Challenge raised \$1012 for the Poedunks, the group that does trail work on Peavine.

### **Kirkwood Mountain Classic, July 30, 2011, Kirkwood, CA**

This event was also bumped back due to the late snowpack. Some areas of the course went through snowbanks or even over the top. 102 racers did the Cross country. Wildflower season was in full bloom and the views alongside and of the snow capped mountains surrounding the course were incredible. Only 14 did the Super D in the afternoon. Possibly due to the mass-start format that we advertised. Those that did thought it was a fun course and most of the participants walked away with a podium finish and a custom pint glass. The event raised \$780 for the Tahoe Area Mountain Biking Association.

### **Sky Tavern Classic, August 14, 2011, Reno, NV**

This event was promoted by the University of Nevada Reno Cycling Team. It had the lowest turnout of the series at 48 riders, but still barely stayed in the black and raised a small amount of money for the team.

### **Great Tahoe Flume Race, September 10, 2011, Spooner Lake, NV**

The return of one of the classic mountain bike races originally started in 1984. It was a spectacular course with the riders crossing two old flumes high above Lake Tahoe. New for this year was utilizing the Sunflower Hill Trail that is under construction. Since our bike patrol group has been instrumental in the building of that trail, State Parks let us cut in to it about halfway up and race on the upper section that had been completed. This helped significantly with the compaction and wearing in of that trail. It is due for completion on July 2012. The race had 87 riders and raised \$432 for the Bike Patrol program at the park, one of the largest chapters of IMBA's National Bike Patrol in the country. A trail assessment was also done for the US Forest Service documenting trail conditions before and after the race. It was widely distributed and hopefully will make future permitting easier for other events.

### **Sawtooth Ridge Challenge, October 2, 2011, Northstar, CA**

Held at Northstar Bike Park on a very similar course to the 2010 Collegiate Nationals, this was a treat for the 61 riders that raced. We crowned the overall champions with a podium ceremony shortly after the race awards. We raised \$310 for the Truckee Trails Foundation.



**Left-** Pro/Expert riders climbing the Hike-a-bike at the Pine Nut Cracker



**Right-** Andrea Napoli on the Peavine Challenge DH course. Andrea went on to win the Collegiate Nationals in 2011.

**Below-** Riders gathering for the start at Skyline Park.



**Far Left-** The Junior 14 & under Class ready to start at Kirkwood.

**Left-** Junior 14 & Under podium at Sky Tavern

**Below-** Sawtooth Ridge Challenge Pro winner Clint Claassen on the course.

**Right-** Patroller Dave, Ranger Bill and Patroller Scott at the Flume Race.

**Below-** Sport Men 50+ Series Championship podium at Sawtooth.

**Lower Right-** Women's Pro/Expert winner Heather Lyman at the Flume Race.

