

# 2025 NEBRA Annual Promoter Summit

The NEBRA logo is set against a background of overlapping geometric shapes: a green triangle on the left, a red triangle on the right, and a purple-to-red gradient triangle at the bottom.

NEBRA

NEW  
ENGLAND  
BICYCLE  
RACING  
ASSOC.

# Summit Topics



- ▶ What is NEBRA?
- ▶ 2025 USAC Fees & Structures
- ▶ Race Calendar for 2025
- ▶ NEBRA Officials Assignments
- ▶ USAC Resources
- ▶ Resources & Programs Available
- ▶ Stats & Graphs - Event Trends
- ▶ Q&A

# What is NEBRA?

## Mission Statement:

*The New England Bicycle Racing Association's mission is to advance, develop and support the bike racing community and the sport of cycling in New England. We are dedicated to fostering an environment that provides lifelong opportunities in the sport for all participants, promoters and supporters.*

- ▶ Formed in 2005
- ▶ Became a USA Cycling sponsored Local Association in 2007 to act as an administrator for road, cyclocross, and track racing for the six New England states
  - ▶ Duties initially included approval of USAC permit applications, maintenance of racer categories, and assignment of officials for the region
    - ▶ USAC has since cut that back to just officials assignments
- ▶ Receives funding from USAC on a per licensee basis, that can be spent in support of racing in the region

# What is NEBRA?

NEBRA supports New England race promoters in the following areas:

- ▶ Maintain calendar of events
- ▶ Documentation and support for Race Promoters, including
  - ▶ Anti-doping policies
  - ▶ Guides for Resources, Volunteers, Best Practices & Officials Assignments
  - ▶ SafeSport Compliance
- ▶ Grant Programs
- ▶ Assignment of State and Regional Championships
- ▶ Assignment of USA Cycling officials for competitive events

# 2025 USAC Fees

EVENT TYPE	2024 FEE	2025 FEE
Road Race Permits	\$95	\$125
Track-Race Permits	\$50	\$65
MTB-Race Permits	\$95	\$125
CX Race Permits	\$95	\$125
Gran Fondo Permits	\$135	\$150
Gravel Permits	\$135	\$150
Ride Permits	\$135	\$150
Camp/Clinic Permits	\$50	\$65
Set-up Day	\$50	\$50
Practice Day	\$100	\$100
Kids Race	\$25	\$25



# 2025 USAC Fees

EVENT TYPE	2024 FEE	2025 FEE
Cancellation Fee	\$50	\$50
Post-Event Late Fee (22+ days)	\$100	\$150
Insurance Minimum	\$300	\$400
Rider Per-Day Surcharge	\$5.99	\$5.99
Additional Insured Certificates	\$15	\$15
Special Endorsements	\$100	\$100
Hired/Non-owned Automobile	\$50	\$50
Hired/Non-owned Motorcycle	\$85	\$85
Ancillary Insurance	\$325 - \$1950	\$325 - \$1950
Umbrella Insurance	\$1950	\$1950

# 2025 USAC Fee Structures

- ▶ Permit fees for all events have increased
- ▶ Insurance certificate fees remain steady at \$15
- ▶ Rider Per Day Surcharge fees remain steady at \$5.99 per rider
  - ▶ Note increase in limits (next slide)
- ▶ Special Endorsements on COIs same as last year at \$100 per endorsement
- ▶ Umbrella coverage limits increase to \$5M/\$7M for a flat rate of \$1950
- ▶ Minimum post-event insurance fee is increased to \$400 (a flat rate for all events with 50 participants or less)

# 2025 USAC Fee Structures

## Insurance Coverage Limits

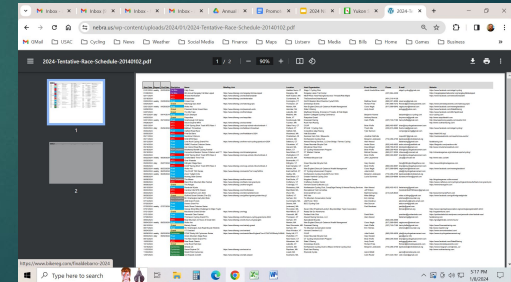
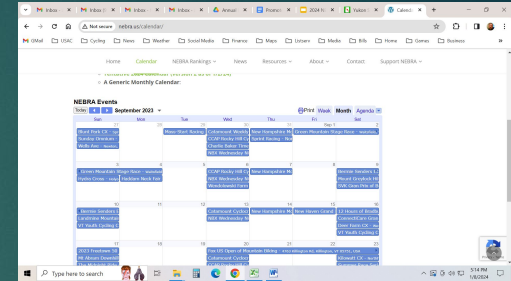
- ▶ \$2M Each Occurrence Per Event
- ▶ \$4M General Aggregate Per Event
- ▶ \$2M Personal & Advertising
- ▶ \$2M Damage to Premises
- ▶ Participant Legal Liability
- ▶ Abuse or Molestation Liability \$2M/\$4M
- ▶ Excess Liability (Umbrella) \$3M



# 2025 Race Calendar

On <https://nebra.us/calendar/>

- ▶ Downloadable Google Calendar
- ▶ Easy to add to your personal calendar
- ▶ PDF Listing with More Information always available as a link just above the embedded calendar (link changes when updated)



# NEBRA Officials

## Assignment Process

- ▶ Working off the NEBRA calendar, we look for those races that are already permitted. Generally, this is a couple months at a time
- ▶ Load them into the Assignment Tool (multi-step process) in batches
- ▶ Send out request for submissions to NEBRA Google Group, with deadline
- ▶ Make assignments, follow-up if not enough to fill crew
- ▶ Email Chief Referee and Race Director
- ▶ Adjust as needed when stuff happens
- ▶ Rinse and Repeat as more races become permitted

# NEBRA Officials



## Assignment Considerations

- ▶ Submitted requests in Assignment Tool
- ▶ Only Officials who have submitted the request thru the tool will be considered for any given assignment
- ▶ Requests from Race Directors
- ▶ Overall experience level (e.g., license category)
- ▶ Experience level for specific position
- ▶ Overall compatibility of the crew
- ▶ Travel distance to the event
- ▶ Filling crews at multiple races per day/weekend
- ▶ Requests from Officials to work toward upgrades
- ▶ Demonstration of efforts toward professional growth
- ▶ Total number of assignments per Official per season

# NEBRA Officials

## Assignment Considerations

- ▶ History of cancellations
- ▶ Willingness to work different positions
- ▶ Matching positions needed with positions requested
- ▶ Take one for the team and we'll try to make it up to you later
- ▶ LA vs. Non-LA Officials



# NEBRA Officials

## 2024 NEBRA Officials Report

Working Officials	<u>2024</u>	<u>2023</u>	<u>2022</u>	<u>2021</u>	<u>2019</u>
# of licensed officials in New England:	37	40	43	42	77
# of officials that worked:	22	31	34	30	40
% of working officials:	59%	78%	79%	71%	52%
# of officials that worked 10 races or more:	11	6	13	3	19
# of officials that worked less than 3 races:	3	9	9	10	6
# of officials that did not work:	15	9	9	12	37
# of officials that worked from outside state/region	16	14			

Working Motor Officials	<u>2024</u>	<u>2023</u>	<u>2022</u>	<u>2021</u>	<u>2019</u>
# of licensed motor officials in New England:	17	19	21	35	34
# of motor officials that worked:	12	11	8	18	24
% of working motor officials:	71%	58%	38%	51%	71%
# of motor officials that worked 5 races or more:	2	1	0	10	7
# of motor officials that worked less than 3 races:	4	6	4	4	11
# of motor officials that did not work:	5	4	12	8	12

Races Understaffed	<u>2024</u>	<u>2023</u>	<u>2022</u>	<u>2021</u>	<u>2019</u>
# of races held:	74	84	78	43	75
# of races understaffed using USAC/NEBRA standards:	15	12	17	14	12
% of races understaffed:	20%	14%	22%	33%	16%

**Working Official** numbers continue to decline in both ground officials and motor officials.

- ▶ Increasing number of licensed officials whom are choosing to not work or work very little; causing other officials to work "too much" and be subject to "burnout"
- ▶ Also increased number of officials that did not work an event



# NEBRA Officials

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**Understaffing** is up from last year, again reflecting a smaller core of officials to choose from

**Out of Region Officials** is up from last year, again reflecting a smaller core of officials from NE to choose from

# NEBRA Officials

## **NEBRA Suggested Officiating Crew Sizes at Competitive Events**

- ▶ If a promoter has specific crew size needs/desires, is planning on using club officials, or has other concerns, that should be addressed during the calendaring and permitting process
- ▶ Once we have assigned crews, NEBRA will NOT cut crew sizes as a cost savings measure. Officiating crews are assigned to provide adequate coverage for the event and to cut a crew down solely for financial reasons has a severe impact on the fair and safe execution of the event

Full info available at

<https://nebra.us/nebra-suggested-officiating-crew-sizes/>

# USAC Resources

## USAC Promoter Tools

- ▶ [Resource Hub](#)
  - ▶ [Free Paid Social Media Campaign](#)
- ▶ USAC Tips: [Marketing your Event](#)
- ▶ Hosting a large event? It could be featured on the USAC Blog by submitting [this form](#)

## Level Up Your Ride Clinics

- ▶ Clinic program designed for clubs and local event organizers
- ▶ Find out more [here](#)





## EVENT ORGANIZER ADVANCEMENT FUND

- Application process opens: March 17<sup>th</sup>, 2025
- Application process closes: April 4<sup>th</sup>, 2025
- Recipients notified: April 18<sup>th</sup>, 2025

Details and Application:

<https://usacycling.org/event-organizer/event-organizer-advancement-fund>

## SAFE SPORT PROGRAM

- Event Directors will receive a packet of information a few weeks before their event.
- While not yet required, it is encouraged that all Event Directors complete the Safe Sport Training
- Required for those in Club Leadership positions
- The training is FREE and is linked to your USAC Membership

More information here: <https://usacycling.org/safesport>

Questions? Comments? Concerns?

Or have a great idea you want to share?

Or just want to chat about cycling events?

Reach out!

**Stephanie Aldrich**

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Member, United States  
Olympic & Paralympic Committee

On a local level, I'm the Director of Community & Sponsorship of B2C2 Cycling



# Resources & Programs Available

## Officials Incentive Program

- ▶ Less officials means higher expenses for race promoters + more fatigued officials
  - ▶ We need to renew the officials ranks or we'll come to a standstill
- ▶ USAC covers "C" officials license fee for the 1st year for club members who become a new official
- ▶ NEBRA will extend this two more years by covering that same "C" official's license fee if:
  - ▶ They work 3 or more races/year; including 1 non-club race

Summary: recruit officials through your club and they will save you money; NEBRA will save them money

<https://nebra.us/nebra-officials-incentive-program/>



# Resources & Programs Available

## Raguin Road Race Grant Program

- ▶ Philanthropic effort establishing a fund to provide a safety net for Race Directors who fail to break even financially. The fund will cover shortfalls of up to \$3,000 per qualifying race, subject to limited reasonable exceptions for good cause in the discretion of the NEBRA Board
  - ▶ Race Directors must charge a reasonable fee to entrants, consistent with market value for similar events
  - ▶ Race Directors must provide a reasonable prize list
  - ▶ Race Directors seeking relief must, not later than sixty days post-race, submit to the Board financials from the race that reasonably allows the Board to assess the shortfall
  - ▶ Any race in the road discipline in New England with a USA Cycling permit that is not a Criterium is eligible.
  - ▶ We had very few applicants in 2024...plenty of funds left

<https://nebra.us/nebra-announces-financial-support-for-road-race-directors-in-new-england>

# Resources & Programs Available

## **Bridge Loan Program**

- ▶ Help mitigate upfront costs. Loans of up to \$1500, repaid within 30 days of the end of the event

## **Event Development Grant**

- ▶ Help subsidize underrepresented categories, grow participation, lower barriers to entry for a group of athletes, or for other programs that help grow the sport of cycling in our region. Grants up to \$500

## **Moto Ref Grant**

- ▶ Help encourage the use of motorcycle referees. First time applicants \$135 grants per moto, up to 4 motos; second year is a matching grant of \$68 of up to 3 motos

## **Hardship Fund**

- ▶ Should a hardship befall a participating club or race director, they may apply for a one time grant of up to \$1000 to offset unforeseen costs

<https://nebra.us/nebra-promoters-support-programs/>

# Resources & Programs Available

## NEBRA Best Practices Document

- ▶ <https://nebra.us/event-promoter-resource-guide/>
- ▶ <https://nebra.us/event-director-resource-guide/>

## Important Tips

- ▶ Basic budgeting is critical to the financial success of any race
- ▶ Budget for the worst case scenario and charge accordingly
  - ▶ Many races undervalue themselves
- ▶ Need a realistic budget
  - ▶ Expenses: Permits, Insurance, Officials, Timing, Police, Medical
- ▶ Most riders wait to register until the day before the event
  - ▶ Offer early registration discounts
  - ▶ No Refund Policy
- ▶ The bottom line: If one doesn't charge enough to cover the projected expenses the event is at risk of losing money

# Resources & Programs Available

## Important Tips (cont...)

### Recommendations for registration trends

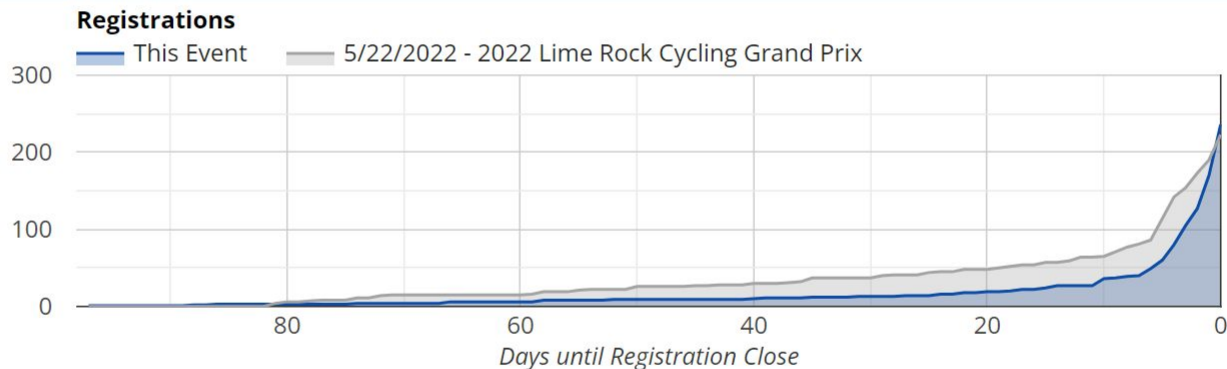
- ▶ Consider using block pricing to incentivize racers to register early
- ▶ For events hosted in the past, view your graph against last years event, those are generally accurate
  - ▶ Don't get too scared 3 weeks out when only 15 people are registered
- ▶ Know your budget
  - ▶ Have a plan to downsize if budget projections are falling short
  - ▶ Cancellation should be last option: NEBRA could provide assistance in order to avoid cancellation

# Resources & Programs Available

## Example BikeReg graph showing last minute registration

ly Events » 2023 Lime Rock Cycling Grand Prix » Dashboard

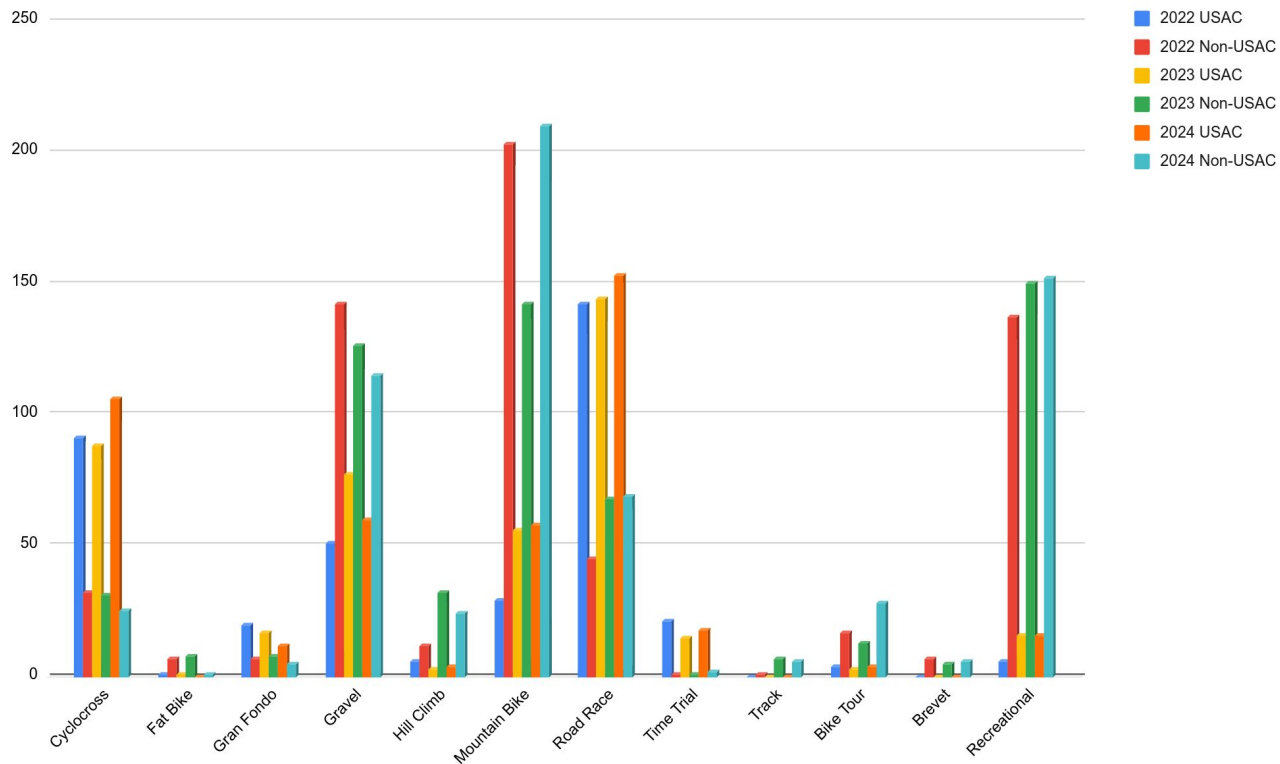
### Registration Progress





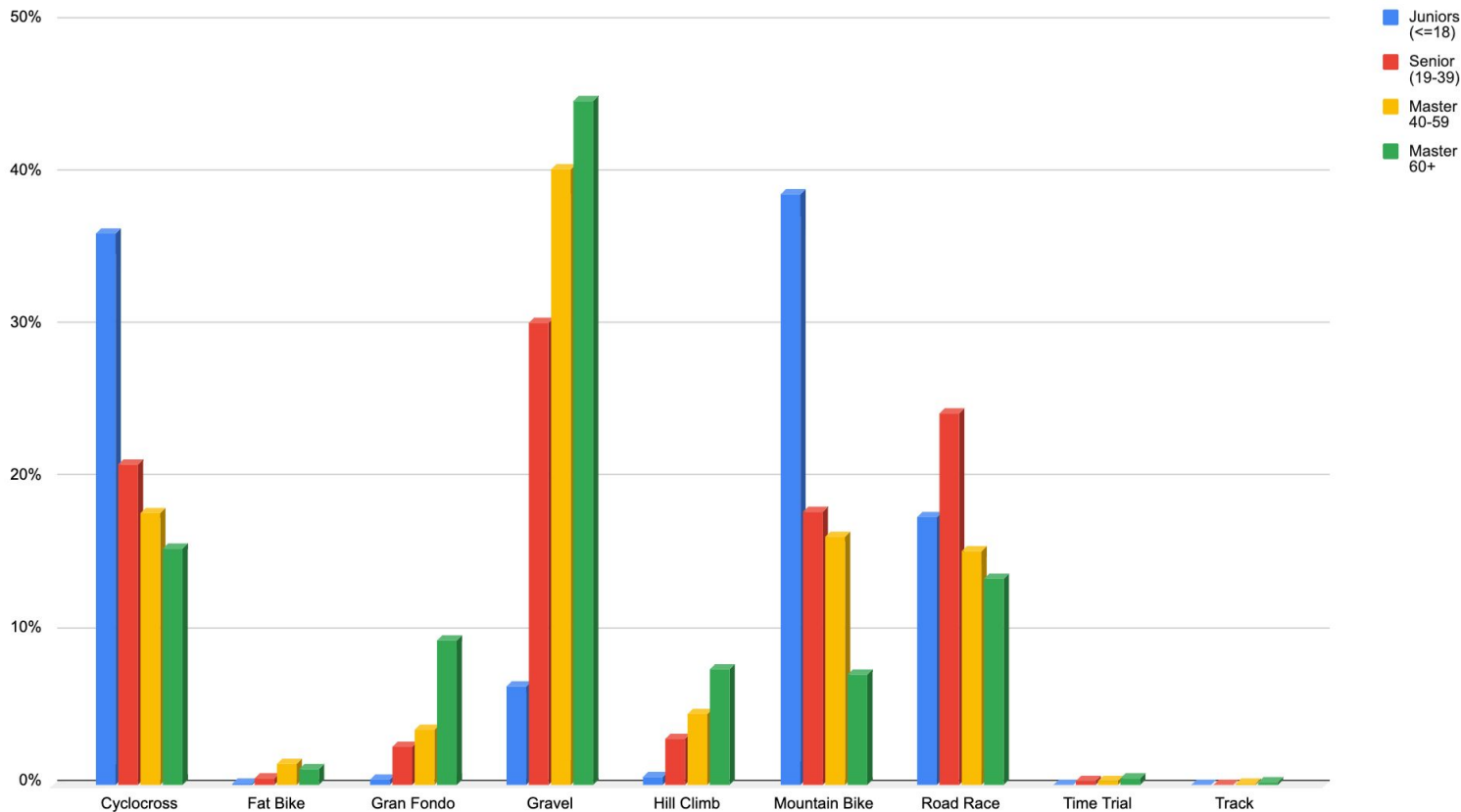
# Competitive Events 2022 - 2024

## Number of Events Sanctioned & Unsanctioned By Discipline



## Competitive Events in 2023

% of Participation By Age Bracket

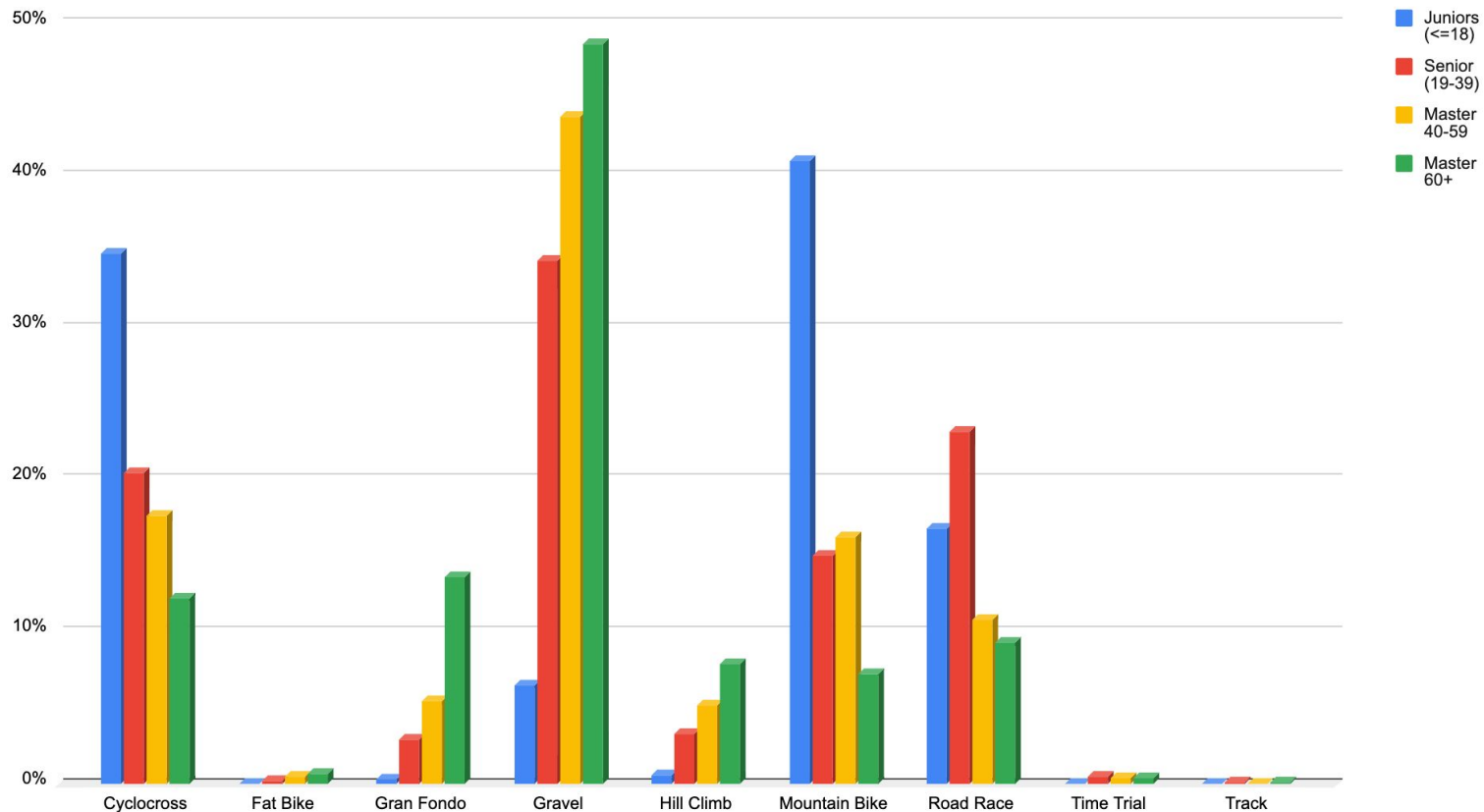


Stats powered by:



## Competitive Events in 2024

% of Participation By Age Bracket

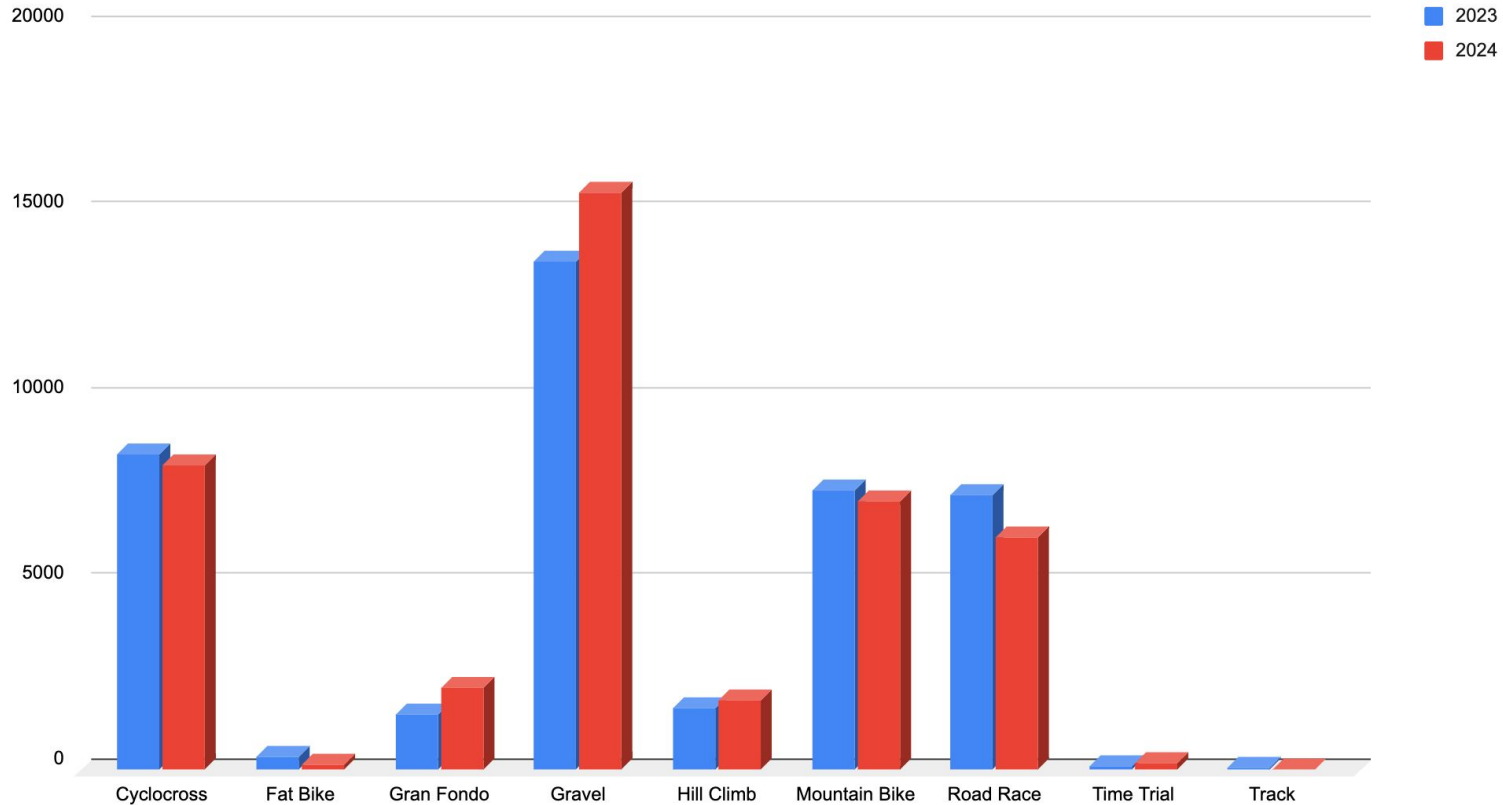


Stats powered by:



## Competitive Events in 2023 & 2024

Pre-Registration Entries By Discipline



Stats powered by:



# Graphs Recap

- ▶ Racer participation down a little in 2024 except gravel
- ▶ Gravel events seem to be the most popular again in 2024
- ▶ Juniors are attending MTB and CX events; Masters are gravitating towards gravel events
- ▶ Cyclocross participation still seems to be falling slightly from its highs pre-pandemic



# Q & A

Please feel free to email [board@nebra.us](mailto:board@nebra.us) with any questions or requests for clarification on the slides presented here. We are here to support you!

We also encourage you to use the promoters list-serve (Google group) to discuss