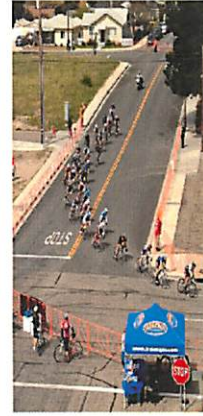


# *Lompoc Criterium*

## *Bicycle Races Idea / Proposal*



This exciting community event can happen ....



here, in Lompoc, your community!

# Lompoc Criterium Fact Sheet/Presentation

Revised 1/29/13

**What is a Criterium?** It is a type of bicycle race that takes place on a small & tight road course, ideally in a downtown setting on closed roads between .6 of a mile and 1.5 miles in length. There is a complete "program" or a schedule of races on the day ranging from teenagers (Juniors), beginners (Cat 4 & 5), intermediates (Cat 2 & 3), women, public and the professional top amateur level (Cat 1 & Pro). Each different race is timed, the shortest is 30 mins the longest 75 - 90 mins. There will be Free Kids Races and a Riding Skills Bike Rodeo and perhaps other community events such as a local celebrity race, maybe a 5k run, or a local wine maker's race? Perhaps, an event EXPO and music? Let your imagination run, anything is possible with the communities support. Criteriums happen in communities all over America.

**How does the community benefit?** The immediate financial benefit comes from the racers who travel here to compete, in the money they spend here on hotels, food, gas, etc. An event of this scale, if held in conjunction with another "sister" event can expect to attract anywhere from 400 to 1000 racers, and on average each racer brings 2 people with them. It all trickles down to everyone who lives here in one way or another either via business owners and their employees earning the direct dollars spent or via gasoline, restaurant and market sales and hotel bed taxes (TOT) being delivered to your local tax coffers. Other community benefits include: Local Non-Profits, schools & youth organizations can use the event to fundraise by participating in the Event Expo to be held near the race course and Start / Finish Line. The obvious benefit is that the event will provide an opportunity for visitors and locals alike to converge on a historic part of Lompoc that I'd bet many influential people want to see utilized more often as a city center, the old town portion near the intersection of H Street and Ocean.

**Sanctioning and Insurance?** USA Cycling (USAC) is the governing body of sport cycling in the US as recognized by the US Olympic Committee (USOC) and the Union Cyclist International (UCI). This event would be sanctioned by USAC and under the guidance of its regional association the Southern California Nevada Cycling Association (SCNCA). As a USAC Sanctioned event general liability insurance is provided and all involved entities can be named as additionally insured. Insurance is in the amount of \$1,000,000 and can be increased to \$5,000,000. In addition Expo Insurance is available as a writer.

**What day of the week will this event take place? Sunday June 30th 2013 .** On Saturday June 29th 2013 The Firestone Walker Avenue of Flags Criterium Presented by The City of Buellton is taking place. We'd like to see the inaugural Lompoc Criterium happen the next day Sunday June 30th, with the goal being to become an annual event. Providing two ideally similar races back to back is ideal for several reason which will be touched on at the end of this handout.

**What is the course?** The ideal course is 0.70 miles to 1 mile in length and will prove to be extremely exciting for racers and spectators alike. It would be flat, technical, fast and full of action.

Our preferred Lompoc Criterium Course is \_\_\_ miles in length and is as follows:  
Start Finish located at H Street and Walnut in the Southbound Lanes  
Hard Left Hand 180 Degree U-Turn @ Ocean Headed North on H Street  
90 Degree Right Hand Turn on Chestnut

90 Degree Left Hand Turn on North E Street  
90 Degree Left on East Laurel Avenue  
90 Degree Left onto H Street headed Southbound to the Start Finish Line

This closed road course has the least amount of impacts for residents and churches, with only a few businesses being impacted. We fully realize that this course will require Caltrans approval, which we'd ask the city to help with, as there's already a relationship in place there that would aid in fast tracking this permitting process.

**Road Closures: Full Road Closures.** Land locked businesses will benefit from the attendance of racers as well as the local community that will descend on the event. There will be a need for residents and business along the course to prepare for Sunday travel by parking their vehicles outside of the immediate race area. The empty parts of any adjacent streets closest to the eventual start / finish line will be perfect for the Expo Area and even Free Kids Rodeo event! Our plan is to utilize the Rec Center on Walnut for Race Headquarters and Registration. The closed block of Walnut in front of the Rec Center could be a great place for and Expo Area, perhaps the land lock part of H Street Northbound in front of Lemo's would be a better place for the Kids Bike Rodeo? These decisions can be decided later.

**For how long will the roads be closed?** The roads will be closed at 7am to 6pm. Racing starts at 8am with the final race being the Pro Men at 4:30pm and finishing at 6. Depending on auxiliary events, such as Kids and Community Races this window of time could be increased or decreased. Fencing and a start finish trussing system will be rented for the event. Fencing will fully encase much of the race course, the entire start finish stretch all corners and street intersections, but is not required everywhere. There will be dozens of volunteer course Marshalls with orange or yellow shirts and whistles to guard aid spectators crossing the course at safe times.

**Who's the driving force behind this event and is there a non-profit involved?** Yes there will be a 501c3 non-profit that will be involved, such as the Lompoc Valley Bicycle Club, and SG Productions a USAC Licensed Club, which is now going into it's 14 year and has over 100 valley residents as members.

The driving force behind almost any competitive cycling event in this area is me, Mike Hecker. I grew up in Buellton. As a former pro/am racer both on the road and on mountain bikes, I started promoting races in 1998 with the Firestone Classic (Now in it's 14<sup>th</sup> year and known as The Santa Ynez MTB Classic) In these past 15 years, my company SG Productions ([www.ridesb.com](http://www.ridesb.com)) has promoted nearly 100 road and mountain bike races here in Santa Barbara County. One event was an internationally sanctioned Olympic Qualifying mountain bike race in 2007. Other events include The Semana Nautica Criterium in Downtown Santa Barbara and The Solvang Criterium in 2005. The SYVCC and my company are promoting and organizing this event together. Our combined experience will make this event thrive in its first year!

**In closing just what is being asked of the City of Lompoc and the City Council?** First, give the event your blessing. Second, with an event budget of nearly \$40,000 (a forecasted budget based on past events is included) and with the overall financial benefit going to city based businesses and eventually the city itself via its tax base, we feel it's prudent to ask the city for an investment TBD to go directly towards the Event Budget & Marketing Campaign to attract the largest possible Men and Women's Pro / Am and Masters fields. In addition to this we ask the city to cover all law enforcement, permitting and public works costs, as your neighbor to the east does.

All addition expenses will be covered via sponsorships and entry fees collected. After all costs any proceeds will be split between SG Productions and the involved 501c3 Non-Profits as is determined to be fair.

Here are some perfect factors that make the date of June 30th great and the overall feel of a successful first year event very possible!

- 1) The event will bring approx 4,000 visitors to your communit filling your hotels, restaurants and other businesses want!
- 2) The event is race #2 of a Combined Race Weekend with an popular and well established event just 17 miles west in Buellton.
- 3) In the week preceding the event there there is a National Racing Series race in So Cal. This means that all the Domestic Pro Teams are in the region.
- 4) With a \$7000-\$10,000 pro cash purse we'd get all those pro teams! If the pro teams come so will all the amateurs and many spectators.
- 5) The local bike clubs want to participate in the event with volunteers, co-promoting and organizing and by hosting community events at the race like a Bike Rodeo.
- 6) In a year when The Tour of Ca passes through this region this race could shine a spotlight on your community to the cycling world, and the City of Lompoc can benefit tremendously from this.
- 7) Hosting a large scale criterium only requires a small fraction of that huge ATOC request that is asked of local businesses, cities and chambers that secure that event. Because with just a fraction we can make an impressive show and fill hotel rooms, fill restaurants, etc., etc. We'd have the same feel, with the professional start / finish area, but without all the required dollars and discounted hotel stays.
- 8) Many event costs can be shared between events. The exact breakdown of shared costs will be determined as we move forward.

**Event Summery:** Those of us involved to organize and promote the Lompoc Criterium believe that this event can become a beloved community event that local residents, visiting racers, local youth and the media will enjoy and be proud to be part of. The financial impact will be very positive as well, for not only the involved Bicycle Clubs, the race promoter SG Productions and other local non-profits, youth organizations and schools, but for local businesses, hotels, restaurants and gas stations, these business owners and their employees but also the community as a whole from the monies that the event will generate in tax dollars. In the end its an event that will truly become a beloved community event.

#### **Thoughts and comments?**

This document was prepared by Mike Hecker, Owner of SG Productions and a multi year board member of the Santa Ynez Valley Cycling Club, a 501c3 Non-Profit Organization.

#### **Contact info:**

Mike Hecker

Cell (805) 896-0673

Mailing Address:

P.O. Box 1821

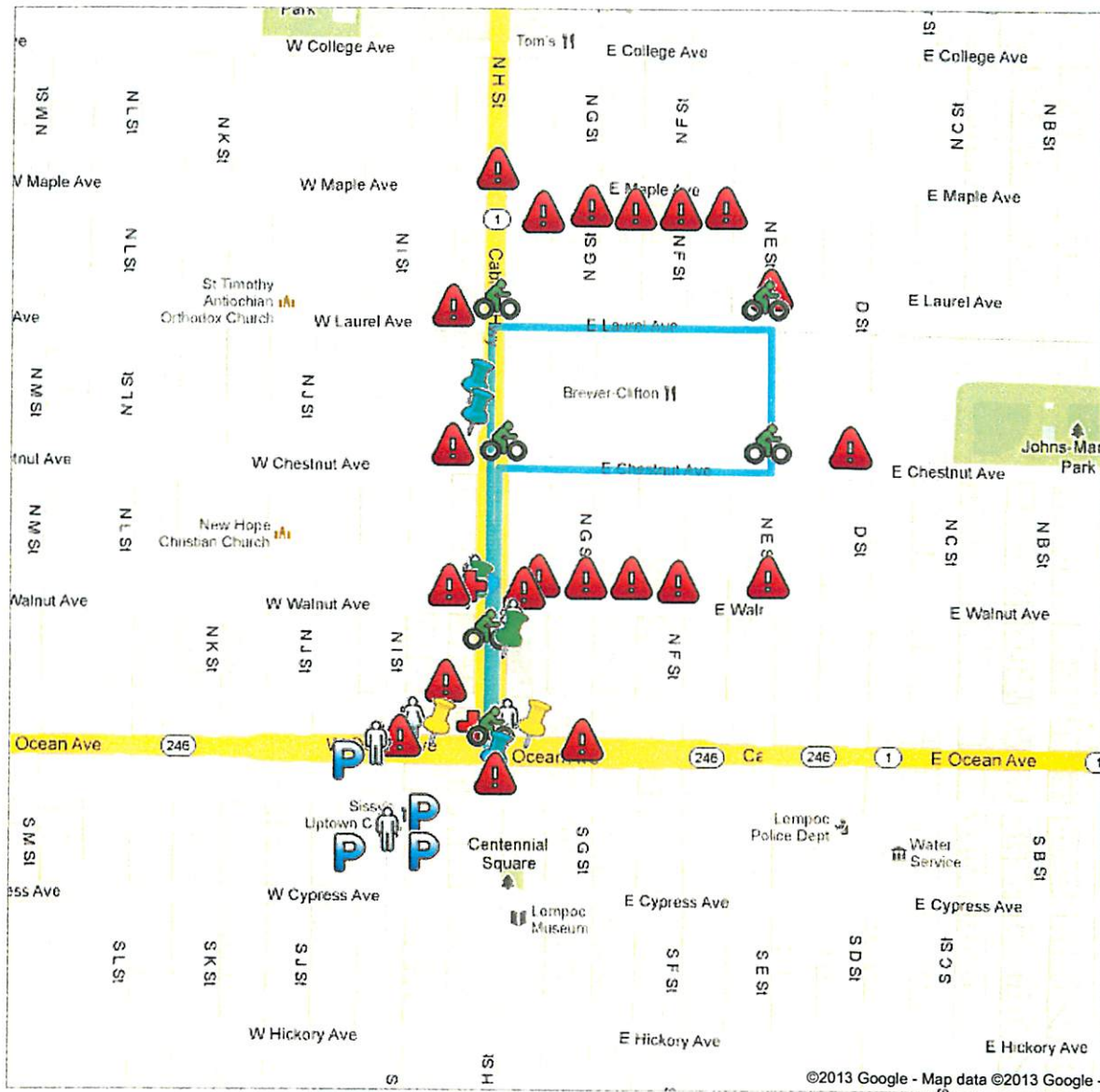
Santa Ynez, CA 93460

Email: [hecktone@yahoo.com](mailto:hecktone@yahoo.com)

Web Site: [www.ridesb.com](http://www.ridesb.com)



Get Google Maps on your phone  
Text the word "GMAPS" to 466453



### Lompoc Criterium Course

1.14 Mile Fast 5 Corner Bicycle Criterium Course with one left hand U-Turn. Start Finish located in the South Bound Lanes of H Street. This is designed to be a great new community event with the involvement of several local Lompoc based bicycle clubs and nonprofits.

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- Start / Finish Line
- Left Hand U-Turn Turn #1
- Right Hand Turn #2
- Left Hand Turn #3
- Left Hand Turn #4

-  Final Left Hand Turn #5
-  1.14 mile Counter Clockwise Course
-  Road Closed
-  Road Closed
-  Road Closed
-  Placemark 10
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-  Parking
-  Competitor Parking
-  Competitor Parking
-  Competitor Parking
-  Expo Area
-  Expo Area
-  Team Parking
-  Race Registration
-  First Aid / EMT
-  First Aid / EMT
-  Restroom
-  Restroom
-  Restroom



# City of Buellton

January 29, 2013

To Whom It May Concern:

The City of Buellton has helped sponsor the Santa Ynez Valley Cycling Clubs Buellton Criterion for two years. The City has contributed \$5,000 cash each year as well as paid for the law enforcement and public works costs associated with the event. Mr. Hecker was the promoter for this event and through his efforts he had the vision to bring this idea to the cycling club and basically brought the city and the club together.

Last year's inaugural event was hampered by rain, but this did not dampen the spirit of those who attended the event. The City Council was so impressed that they elected to sponsor the event again with a date in early summer. Even with less than perfect weather, the attendance was strong and merchants noticed an increase in retail activity.

Staff found the promoters to be great to work with. They are extremely professional and fully understand some of the unique "city" requirements. Club members even went so far as to help "spruce" up the event location by pulling weeds in vacant lots and sweeping sidewalks etc. Additionally they also hand delivered notices to residents and businesses affected by the event, which went along way to making things go smoothly.

I have worked with several promoters, groups and clubs in my career, and I can safely say that Mike was certainly among the best I've had the pleasure to deal with.

If you have any questions please feel free to contact me.

Sincerely

John Kunkel  
City Manager

## Forcasted Lompoc Criterium Budget Criterium Expenses

Course/ Site	Value	Estimated
USAC Officials	\$1,500.00	\$1,500.00
USAC Event Permit	\$1,000.00	\$1,000.00
USAC Event Insurance	\$1,800.00	\$1,800.00
Fencing	\$3,500.00	\$3,500.00
200 Street Cones	\$500.00	\$500.00
200 Wooden Stakes	\$125.00	\$125.00
Start/ Finish Truss/ Signage	\$7,000.00	\$7,000.00
No Parking Signs	\$100.00	\$100.00
Law Enforcement	\$2,400.00	Donated
City Permits	\$110.00	Donated
Hay Bales/ Misc	\$500.00	\$500.00
<b>Total</b>	<b>\$18,535.00</b>	<b>\$16,025.00</b>
<b>Event Costs</b>		
	Estimated	Estimated
Announcer	\$250.00	\$250.00
Sound System	\$250.00	\$250.00
SG Productions Labor	\$4,000.00	\$4,000.00
<b>Total</b>	<b>\$4,500.00</b>	<b>\$4,500.00</b>
<b>Publicity</b>		
	Estimated	Estimated
Graphics work	\$500.00	\$500.00
Photocopying/Printing	\$500.00	\$500.00
Advertising	\$2,000.00	\$2,000.00
Postage	\$250.00	\$250.00
<b>Total</b>	<b>\$3,250.00</b>	<b>\$3,250.00</b>
<b>Prizes</b>		
	Estimated	Estimated
Purse	\$15,000.00	\$15,000.00
<b>Total</b>	<b>\$15,000.00</b>	<b>\$15,000.00</b>
<b>Total Expenses</b>		
	Estimated	Estimated
	<b>\$41,285.00</b>	<b>\$38,775.00</b>

As of: 06-12

**Income**

<b>Sponsorship Income</b>	1,000.00	
Adam Haws		
Buellton Chamber of Commerce	250	
Bulldog Cafe	150	
Central Coast Tire	1,500.00	
Chumash Band of Indians	5,000.00	
City of Buellton	5,000.00	
City of Solvang	1,000.00	
Dr. Js Bicycle Shop	150	
Firestone	6,000.00	
Hazards Bicycle Shop	300	
Katheryn Mullen	250	
Platinum Performance	1,500.00	
ServPro	500	
Steve Wheel & Tire		50
SYV Marriott	500	
<b>Total Sponsorship Income</b>	<b>\$23,150.00</b>	

**Registration Income**

Pre-Registration	7507	
Mailed-in Registration Fees	109	
Registration Refund		-59
Race Day Registration	4,007.00	
<b>Total Registration Income</b>	<b>\$11,564.00</b>	

**Other Income**

Beer Garden	1,050.54	
Expo Booth Sales	625	
T-Shirt Sales	485	
<b>Total Other Income</b>	<b>\$2,160.54</b>	

**Total Income**

**36874.54**

**Expenses**

<b>Operating Expenses</b>	250.00	
Bounce Houses		
Cowgirl Brand Website	322.5	
Mariah Marketing (PR)	600	
Knight Broadcasting	1,248.00	
Department of ABC	100	
Elite Events	450.2	
Gordy Johnson (Race Announcer)	800	
Marborg	1,250.00	
Opening Cash	300	
OrangeGuy Fencing	5,000.00	
Point of Action (Race T-Shirts)	1,214.34	
Point of Action (Volunteer T-Shirts)	727.85	
Sunbelt Rentals	473.25	
<b>Prize Money Payout</b>	<b>250.00</b>	

Masters 55+

Masters 60+

Masters 45+ 1,2,3,4	1,500.00	
Mens Cat 3		400
Masters 35+ 3/4		400
Masters 35+ 1,2,3,4	2,000.00	
Women 1/2/3	1,914.00	
Men's Pro 1/2	8,000.00	
<b>Other Expenses</b>	5.37	
Ace hardware		
Albertson (volunteer snacks)	79.73	
Albertsons (Ice)	32.36	
Crown Awards	320.5	
Geno's Pizza (2/29)	15.74	
Geno's Pizza (3/14)	57.53	
Geno's Pizza (3/21)	62.15	
Geno's Pizza (3/28)	146	
Geno's Pizza (3/7)	94	
Home Depot	21.52	
Jim's Service Center (Generator gas)	50.07	
Local Copies, Etc (Santa Maria)	75.64	
Nielsens Building Materials	21.55	
Office Depot (Ink Cartridges)	92.21	
Rainbow Racing (Number Plates)	316.77	
Staples	32.38	
Staples	15.71	
Staples (tape, Lexmark boards)	81.32	
UMX (Lanyards)	104.81	
Valley Tool (Man Lift)	75.75	
Walmart (Tape, Copy Paper)		5.09
Wrist Bands	30.43	

**Total Race Expenses** \$32,489.85

Net Income \$4,384.69

add, outstanding sponsors income 0

**Total Net Income** \$4,384.69

The City of Buellton, Santa Ynez Valley Cycling Club and SG Productions Proudly Present the Inaugural



**FIRESTONE WALKER BREWING COMPANY**  
**AVENUE OF FLAGS CRITERIUM**  
 CITY OF BUELLTON, CALIFORNIA

**Saturday March 31<sup>st</sup>, 2012! OVER \$15,000 IN CASH & PRIZES!**



[Held under USCF permit pending]

Category	Start	Time	Places	Fees	Prizes	Field Limit
Men's Cat 5 / Public	7:00	30 min	6	\$20	Awards	50
* Masters 55+ / 60+ (scored separately) Women Cat 4 (scored separately)	7:35	40 min	6	\$27	\$400 Cash / Merch (55+) \$400 Cash/ Merch (60+) \$200 Merch (W4)	100
* Men's Cat 4 <i>Presented by Team One Way</i>	8:20	40 min	6	\$25	Awards	100
* Masters 45+ 1,2,3,4 <i>Presented by CCT</i>	9:05	45 min	15	\$28	\$1500 Cash	125
* Men's Cat 3 <i>Presented by the SBBC</i>	9:55	55 min	6	\$28	\$400 Cash	125
* Jr. Men 13-14, M 17-18, W 15-18	10:55	30 min	6	\$20	Awards/ Merch	75
Masters 35+ 3/4	11:30	40 min	6	\$26	\$400 Cash	125
Jr. Men 15-16, M 10-12, W 10-14	12:15	30 min	6	\$20	Awards/ Merch	75
30+ Cat 4/5	12:50	30 min	6	\$25	Awards/Merch	75
Free Kids & Celebrity Races	1:25	25 min	All	Free	Awards	
* Masters 35+ 1,2,3,4	1:55	60 min	20	\$30	\$2000 Cash	150
* Women 1,2,3	3:00	50 min	20	\$30	\$2,000 Cash	100
* Pro 1/2	3:55	90 min	20	\$40	\$8,000 Cash	150

\* Indicates SoCalCup Series Race **Register Online at: [USACycling.org](http://USACycling.org)**

**Prizes:** Pro 1/2, 35+, 45+, 35+3/4, Men Cat 3 & W 1,2,3 : All CASH All other prizes are CASH, merchandise and/or awards.

**Registration:** Starts 6:00am, 1 hr. before each race and closes 15 min. prior to race. 2<sup>nd</sup> race is only \$15 after the higher fee is paid.

**Where:** Downtown Buellton. Coming from HWY 101 north or south - Exit HWY 246 in Buellton, drive west towards The Avenue of Flags, proceed west passing the closed Avenue and park on HWY 246. Please do not park in businesses private parking lots, park only on city streets and preferably on HWY 246 heading west out of town. Registration will be located on the North Bound lanes of the Avenue of Flags near Turn #1 and Pea Soup Andersons. Please be courteous of local residents and automobile traffic. Parking is also available to the East of HWY 101 on McMurray Road.

**Course:** 0.75 mile L shaped loop with five right-hand and one left-hand 90 degree turns. The course is fast and rolling with a straight, downhill 800 meter sprint finish. The course runs in a clockwise direction and uses Ave of Flags North headed south, 1<sup>st</sup> Street, Central Avenue, 2<sup>nd</sup> Street, Ave of Flags South headed north, Damassa & Ave of Flags North headed south to Start/Finish.

**Rules:** All USAC rules apply.

**Pit:** SRAM Neutral Race Support will provide technical support. You may also provide your own clearly marked wheels.

**Please make checks payable to SYVCC** with a standard USAC release form to: (SYVCC Non Profit Tax ID 26-2385861)

Ave of Flags Criterium

C/O SG Productions

P.O. 1821

Santa Ynez, CA 93460

Online registration is available at [USACycling.org](http://USACycling.org) closes March 29<sup>th</sup> at 9:00pm Mountain Time.

\*additional races \$15 (after paying higher race fee) Late fee of \$10 applies to entries received after "Wednesday March 28<sup>th</sup>"

For information email Michael Hecker at [hecktone@yahoo.com](mailto:hecktone@yahoo.com), visit [www.ridesb.com](http://www.ridesb.com) or TEXT to (805) 896-0673!

### **Buellton Lodging**

Country Lane Motel

805-688-4181

412 Avenue of Flags

**On Race Course!**

Days Inn-Windmill

805-688-8448

114 E. Hwy. 246

[www.daysinnbuellton.com](http://www.daysinnbuellton.com)

Motel 6

805-688-7797

333 McMurray Road

Quality Inn

805-688-0022

630 Avenue of Flags

[www.choicehotels.com](http://www.choicehotels.com)

**On Race Course!**

Pea Soup Andersen's Inn

805-688-3216

51 E. Hwy. 246

[www.peasoupandersens.com](http://www.peasoupandersens.com)

San Marcos Motel

805-688-5511

536 Avenue of Flags

**On Race Course!**

SantaYnez Valley Marriott

805-688-1000

555 McMurray Road

[www.syvmarriott.com](http://www.syvmarriott.com)

Flying Flags RV Resort

805-688-3716

180 Avenue of Flags

[www.flyingflags.com](http://www.flyingflags.com)

### **BUELLTON RESTAURANTS**

Firestone Walker Taproom

805-686-1557

620 McMurray Road

[www.firestonewalker.com](http://www.firestonewalker.com)

Pizza

American – Lunch & Dinner

Avant Tapas & Wine

805-686-9400

35 Industrial Way

[www.avantwines.com](http://www.avantwines.com)

American – Lunch & Dinner

Mother Hubbard's

805-688-3912

373-A Avenue of Flags

[www.motherhubbards.com](http://www.motherhubbards.com)

Breakfast, Lunch & Dinner

**On Race Course!**

Gino's Pizza

805-688-9442

383 Avenue of Flags

New York Style

**On Race Course!**

Ellen's Danish Pancake House

805-688-5312

272 Avenue of Flags

Breakfast, Lunch & Dinner

Tono's Mexican Restaurant

805-686-0740

501 Avenue of Flags

**On Race Course!**

Pea Soup Andersen's Restaurant

805-688-5581

376 Avenue of Flags

[www.peasoupandersens.net](http://www.peasoupandersens.net)

Breakfast, Lunch & Dinner

**On Race Course!**

A.J. Spurs

805-686-1655

350 E Highway 246

[ajspursbuellton@live.com](mailto:ajspursbuellton@live.com)

Barbeque / Steakhouse

Hitching Post II

805-688-0676

406 East Highway 246

[www.hitchingpost2.com](http://www.hitchingpost2.com)

Barbeque / Steakhouse

Taco Roco

805-693-0939

245 Avenue of Flags

Mexican – Lunch & Dinner

Las Tres Rosas

805-688-8883

20 E. Hwy 246

Mexican – Lunch & Dinner

Figuroa Mt. Brewing Co

805-694-2252

45 Industrial Way

[www.figmtnbrew.com](http://www.figmtnbrew.com)

Brewery / Tapas

Flavors

805-688-0204

225 McMurray Road

Sandwiches

Kate'sYogurt

805-686-2622

225 McMurray

Frozen Yogurt

Pattibakes

805-686-9582

240 East Highway 246

[www.pattibakes.com](http://www.pattibakes.com)

Baked Goods & Coffee

Starting Gate Restaurant

805-688-1000

555 McMurray Road

Breakfast, lunch & dinner

**Thanks for racing and for visiting our local business community!**

**Make it a race weekend and race the Cal Poly Crit April 1<sup>st</sup>!**

## MENTAL GAMES

I'm an unabashed Californian and I know I frequently gloat in this column in regards to the Golden State's magnificence. However, after a typically mild winter, the mighty Zeus unleashed a wrath of sloppy weather to greet spring's opening race calendar here in Southern California. The last three weekends of March brought fits of torrential downpours, coinciding with the San Dimas Stage Race and the Redlands Classic (check the cover for proof). For me personally these untimely storms culminated to one of the most memorable crits I've ever done. It was an inaugural event held in Buellton, California called Avenue of the Flags. The course was fun; the purse was large and the field was stacked. A large contingent of pros stuck around after Redlands hoping to cash in at a "local" race. Looking at the start-list, many compared it to a NRC-lite competition. Team Exergy, Bissell, Optum Pro Cycling and Kenda/5-Hour Energy were all well represented. And just before the start, the skies opened up.

Standing there in the freezing wind and rain waiting for the start, I was with a few my amateur cohorts who had already relegated themselves to pack-fodder before the race even began. It was a dismal atmosphere and any pre-planned tactics were reduced to "hanging on for as long as possible". I tried to stay optimistic; I've lined up for more challenging races with a stronger fields in the past. But when you add in the weather factor, my doubts couldn't be ignored. But I wasn't going to give up before the race even started. I just told myself I'd ride it like it was any other crit and try to forget the added elements and horsepower.

Once at the start line, the officials did everyone a favor and reduced the event from 90 minutes to one hour. I was surprised but definitely wasn't going to complain. Minutes later, we were off. Knowing that splits and crashes were inevitable, I quickly tried to move up as much as possible. It was a constant battle of positioning with elevated caution

in respect to inconsistent braking, crosswinds and erratic traction. It was a mental game as much as it was physical. The legs were feeling good so I tried to block out the miserable conditions and focus on maintaining a decent position knowing that going with any moves would be suicide. Every lap the field would get smaller as the big-guns kept things aggressive up front. Eventually the lap cards came out, alerting the field that the race was coming to an end, elevating the race speed just slightly. I remember seeing eight laps to go and realizing I had a shot at placing in the money as there were only about 30 riders left in the field and I was still feeling comfortable. And then it hit my like a switch: I had used my last acceleration and needed about five more to finish the race. It was strange and disappointing. I went from feeling good to completely dead within a lap. I came off the back of the dwindling field and a few laps later I was pulled from the race.

There were only four laps left as I exited the course and was pretty bummed I didn't get to finish. Now on the sidelines I was going over the race in my head, wondering what I could have done better, when I realized how absolutely shattered I was. I had put so much effort into blocking out the horrendous conditions that I had unknowingly dug deeper than I typically would have. My body was crushed.

Less than 30 guys finished the race (mostly pros) and the toughest guy in the race was Colombia's Carlos Alzate (Team Exergy). He took advantage of the weather and went solo early on, ultimately holding off the decimated field for an impressive victory. Though I was disappointed I was pulled from the race just moments from the finish, I realized how important mental toughness can be. There were many guys I outlasted that I know are stronger than me, and even more that train more than me. If you give up mentally before the race even starts, the race may already be over. —DC



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Dillon Clapp	Creative Director dillon@h3publications.com
Connor Bondlow	Design Editor connor@h3publications.com
Jonathan Devich	Senior Photographer jonathan@epicimages.us
Scott Saifer, MS	Training Section scott@wenzelcoaching.com
Hunter Allen	Power Section hunter@peakscyclinggroup.com
Jason Brayley, MD	Health Section jason.brayley@multicare.org
Sean Leicht	Prepress sean@h3publications.com
Nicole Gonzalez	Advertising Director nicole@h3publications.com

#### CONTRIBUTING EDITORS

AJ Johnson, Courtney Johnson

#### CONTRIBUTING PHOTOGRAPHERS

Brian Hodges, PhotoSport International, Glenn Kasin, Peter Faston, Roberson/Protecoramatic, Aar Davs, Danny Munson, Rui Quinta, Sam Weibe, Samson Hatao, Scott Enders, Dan Zaffke, Elen Cabreris,

#### CONTRIBUTING WRITERS

Peter Faston, Cathy Meh, Bruce Hildenbrand, Chris Jones, Timmy Duggan, Dan Zaffke, Joe Dombrowski, "Charman B." McGarr, Jenna "Jammer" Kowalski,

#### ADMINISTRATION

Dave House Publisher  
Christine House Publisher | Administration

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#### ROAD

25006 Avenue Kearny, Valencia, CA 91355  
TEL: (661) 362-1250; FAX: (661) 362-1257  
All questions and comments: roa@roadmagazine.net

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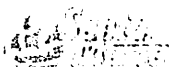
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## Buellton OKs funding for second bike race

City will spend \$5,000 for Avenue of Flags Criterium, absorb other costs

JANUARY 16, 2013 12:15 AM • BY JULIAN J. RAMOS / STAFF WRITER / JRAMOS@SANTAMARIATIMES.COM

Just like the course for the first professional cycling race in downtown Buellton last year, the process for organizers to get municipal funding for the 2013 Avenue of Flags Criterium had multiple twists and turns.

The Santa Ynez Valley Cycling Club, the event organizer, will receive the same financial support as it did in 2012, but the outcome seemed like a distant finish line during discussions by the Buellton City Council last week.

After a long and roundabout discussion, the council unanimously approved \$5,000 in sponsorship money Thursday and agreed to absorb the costs for law enforcement and public works personnel, about an additional \$5,000.

Other options either were voted down or died for lack of a second to a motion. They included suggestions of \$7,500 in sponsorship money with the city picking up the tab for security, and giving \$7,500 total to the organizers.

In March, the inaugural criterium — a cycling race held on a small, closed road course in an urban area — drew 450 racers and 4,000 spectators despite a rainy day, said SYVCC President Scott Martin.

For the second running of the criterium, scheduled for Saturday, June 29, Martin expects 650 racers, 6,000 spectators, and much better weather.

Bracing for a financial loss in the first year, the nonprofit SYVCC ended up with a surplus that made funds available for a \$1,000 college scholarship and a \$250 donation to Santa Ynez Valley People Helping People, according to Martin.

Firestone Walker Brewing Company is returning as the title sponsor, he added.

Council members agreed that the first event was well run and a hit with spectators, but the funding request drew some reluctance from the council because race organizers did not attend last year's budgeting session for outside agencies to seek funding.

Councilwoman Holly Sierra said she had no problem with the city covering costs for public safety, but she didn't want to set a precedent for the award of nonprofit funding outside the regular allocation cycle.

While hesitant to provide all the money requested because of a lack of a written report detailing information on the first criterium, Councilman Leo Elovitz said he supported paying for security.

Both Councilmen Ed Andrisek and John Connolly favored upping the city's sponsorship money by \$2,500 while covering all of the safety costs.

Mayor Judith Dale said she viewed last year's \$5,000 contribution toward the \$15,000 pot for prize money as "start up" funding and supported the security costs only.

Martin pledged that the group would return during annual city budget reviews for consideration of funding for future events. For example, funding for the 2014 event could be part of the council's 2013-2014 budget sessions beginning in March

Also, cycling clinics for children and the community, a request from Dale, will be held in conjunction with the criterium, Martin said.

The 2012 Firestone Walker Avenue of Flags Criterium was held March 31 on a three-quarter-mile, L-shaped loop — with six 90-degree turns — that started and finished at Second Street and Avenue of Flags.

Races began at 7 a.m. and continued until about 5:30 p.m., with separate races in categories including junior, beginner, intermediate, amateur and professional.



## Criterion met with acclaim



APRIL 01, 2012 12:15 AM • BY SAMANTHA YALE SCROGGIN / STAFF WRITER / SSCROGGIN@SANTAMARIATIMES.COM

The inaugural Avenue of Flags Criterium rolled into Buellton on Saturday, bringing both a hometown, kid-friendly feeling and thrilling professional cycling.

The Buellton bicycle race for amateur and professional cyclists was a success, according to organizers, who are already thinking of expanding the race next year to a national event with three stages.

“It couldn’t be better. All the riders have just loved the course,” said Pete Thomsen, volunteer co-director of the Avenue of Flags Criterium.

The route, lined with orange fencing, was a 0.75-mile, L-shaped loop on Avenue of Flags in downtown Buellton. Riders zipped around the course in packs.

“It’s not an easy course. It’s a very difficult course, actually,” Thomsen said. “And having this long, downhill sprint can really mix things up.”

More than 500 riders from throughout the state took part in the races in various categories throughout the day, competing for upwards of \$15,000 in cash and prizes.

Some 120 volunteers helped out in the one-day race that was presented by the city of Buellton and the Santa Ynez Valley Cycling Club in cooperation with race director Mike Hecker’s SG Productions.

Sponsors included Firestone Walker Brewing Company, the Santa Ynez Band of Chumash Indians, Avant Wine and Tapas and Platinum Performance.

Aside from the race, the event featured beer and wine tents, a free bike expo and a free bike safety zone for children.

“It’s been a big deal and it shows,” Thomsen said. “And everybody that didn’t come is going to be really bummed.”

Rain arrived with a vengeance in the middle of the afternoon as the event was nearing its end, cutting the professional men’s division from 90 minutes to 60 minutes and moving riders to use a little more caution on the course.

Vendors packed up as the rain arrived, and some spectators left. Others stayed, huddling under tents.

The rain should have left by today, ushering in the wind and sunny skies, according to National Weather Service forecasters.

Young people from toddlers to teens also had the chance to race with their own age groups, and Lowen Holthaus, 6, of Ballard was among them.

After the children's races, he hung out with his brother, 8-year-old Jude, and his friend, 7-year-old Mae Urquidez from Ballard. Jude and Mae also raced.

"I was very excited when I started," said Lowen.

"I was too," added Mae. "I was very nervous."

Said Lowen, "I felt good ... that I at least got to race some others."

Added Mae, "We did training yesterday."

Matt Schaupp, 16, of Santa Cruz stood over his bike in his full gear early Saturday afternoon, ready for his next race. Schaupp took first place in his junior men's race and was waiting to compete in the professional division.

Schaupp said he received an invitation on Facebook to take part in the criterium.

"I checked out the race calendar and decided to check it out," Schaupp said, adding he was enjoying the event.

School teacher Gail Wolf of Buellton turned out to watch the races with her husband, Rob, and their dog.

"I know a lot of the kids riding. It's been fun cheering them on," she said.

Wolf said posters promoting the event had been everywhere.

"It's a good thing for Buellton," she said. "It's a really well-done event."

Samantha Yale Scroggin/Staff Writer

[sscroggin@santamariatimes.com](mailto:sscroggin@santamariatimes.com)

Staff photographer Leah Thompsen contributed to this report.

Avenue of [Flags](#) Criterium

## Racers fall in love with Buellton

By Chris Aguirre/Sports Writer [caguirre@syvnews.com](mailto:caguirre@syvnews.com) | Posted: Thursday, April 5, 2012 12:15 am



Storm clouds couldn't stop hundreds of cyclists from meeting up in Buellton Saturday for the first-ever running of the Firestone Walker Avenue of Flags Criterium.

Even though the rain showed up too, cyclists from all over the world powered through the [weather](#) to entertain those on hand.

There were over 13 races, in all different kinds categories, from kids ages 4-through-12 to professional races for categories 1, 2, and 3.

A criterium, or crit, is a bike race held on a short course, often featuring laps run on closed-city streets. This time, Buellton closed its streets for its first criterium.

"I love the course, the course is fast, it was a really nice venue," said 16-year-old Seth Veenbaas, who competed in the 15-16 age-group race.

Although many other races the professional cyclists compete in are usually held in more urban venues, the Buellton vistas did not disappoint.

"It's nice coming to a small town because a lot of our races are in downtown areas and stuff so it's nice to see all the beautiful areas down here," said Doug Hall, who also raced in the 16-year-old age group.

The residents of Buellton seemed to get into the racing spirit as many were out and about cheering on the the professionals as they flew by the crowd.

As for the pros, the women's race was a 50-minute [event](#) where the racers start at Second Street and Avenue of Flags and embarked on a 0.75 mile-long track in an L-shaped loop.

After taking on the grueling terrain, battling the weather elements, all the while brushing off an [accident](#) on the back-straightaway, Kendall Ryan, a 19-year-old from Ventura, came away with the top [prize](#) in the Professional Women's Category.

“I really like racing in the rain, because it separates the really good riders from the great riders,” Ryan said. “I know how to handle my bike, so I figured I would attack when it started raining. I just went hard and did my thing.”

It was Ryan’s second win of the season.

Ryan, who has been racing since she was nine years old, has raced in bigger events throughout the country, but enjoyed her time in Buellton.

“This is a really fun course, it was technical, it’s not flat, it’s interesting — so it makes it fun,” Ryan said.

She will take a few weeks off before heading to a race in Charlotte, North Carolina.

In the Professional Men’s Category, featuring a 55-minute race, Carlos Escobar of Colombia took the lead in the first lap and never looked back en route to a dominating performance.

The 29-year-old had as much as a 53 second lead over the pack.

After 55 minutes of hard racing where it looked like the Colombian did not break a sweat, he raised his hands in victory and crossed the finish line to cheers from the fans.

For winning the race, Ryan won a percentage of the \$2,000 purse, while Escobar won a significant percentage of the \$8,000 purse for the men’s race.

Organizers said the race was so well-received that they will begin planning for a race next year that may draw even more amateur and professional racers to the town of Buellton.