



## 2020 Ride Cancellation Notice

August 10, 2020

A Letter to Our Cyclists, Sponsors and Partners:

Since late March we at the Denver Century Ride have been working in good faith with every state and municipal authority, as well as our medical advisory board, to ensure we were planning per their pandemic public health guidelines. We have been completely transparent with our cyclists with regular updates on the objectives and obstacles before us. (All update letters are located on the homepage of our [website](#) and have also been communicated through e-blasts and social media.)

We have been working hand-in-hand with Bicycle Colorado, and through them the staff of the Colorado Governor's Office, to create the protocols and procedures to responsibly and safely conduct the ride. As recently as three weeks ago, the State affirmed our plans.

While state guidelines *do* provide an avenue forward by limiting group sizes and social interaction, as of today, we have not received all the necessary approvals from the various municipal and county health authorities through which the ride passes. It is possible they *may* be issued, but we cannot wait any longer to make this decision.

Additionally, many of our volunteer groups have voiced concern over the health and safety of their members due to group interaction and exposure and are reluctantly choosing not to participate, or in some cases not allowed to volunteer this year.

Consequently, in consideration of all public health guidelines as well as an abundance of caution for the safety and wellness of our cyclists, volunteers and the communities through which we pass, we felt no other alternative but to cancel the Denver Century Ride for 2020 and refocus our efforts on producing the best ride possible in 2021.

This decision is heart-breaking to all of us on the ride team as our motivation to continue to attempt to stage the ride in 2020 was based upon a spirit of hope. We were trying to remain optimistic that we could keep some sense of community, return to the things we love, and be a bit of a beacon of what can be.

Our partners, including Title Sponsor, Coldwell Banker and Presenting Sponsor, Bank of America have provided us not only with their advice and perspective, but their unwavering commitment to return in 2021. Our Official Host, the Shops at Northfield also supports us in the decision and has extended an invitation to return to their streets next year. We are grateful for their support.

Some will think that cancelling the ride is a mistake. Conversely, there would likely be others condemning us if we were to hold the ride. We are holding a double edge sword. In the end we had to make the best decision possible given the circumstances and the ongoing uncertainty and public health concerns created by COVID-19.

Though we are cancelling the 2020 ride we are continuing our important partnership with Bicycle Colorado. We have pledged a \$5,000 contribution to them with a challenge to the DCR community to match those dollars so that we may together continue to support their essential work and advocacy for cycling. Go to [DCR Challenge Match](#) for more information.

On the following pages are some answers for questions we anticipate that you will have. We hope you understand the impact of these remarkable circumstances and provide us with the opportunity to host you again at the Coldwell Banker Denver Century Ride presented by Bank of America on June 19, 2021 at the Shops at Northfield.

Wishing you and your family wellness and safety in the months ahead.

Bruce L. Erley  
Executive Producer  
Denver Century Ride

## 2020 Denver Century Ride Cancellation FAQ's

### What is the 2020 Cancellation Policy?

As has been prominently published on the website and our registration platform, and for the reasons explained below, refunds are not possible. However, we would like to provide our 2020 registered cyclists with these accommodations.

- ▶ All 2020 registrants will receive:  
***(Details & discount codes for below elements to follow via email by end of September 2020)***
  - 40% off your 2021 registration (*expires 4/15/21*) (\$40 value)
  - Free 2021 t-shirt with 2021 registration (*expires 4/15/21*) (\$20 value)
  - Free one-year membership to Bicycle Colorado (\$30 value)

### What about the Ride merchandise I purchased?

Any pre-ordered 2020 ride merchandise will be shipped free of charge by the end of September to the address used during the registration process.

### Why did you decided to cancel?

- ▶ While state guidelines do provide an avenue forward by limiting group sizes and social interaction, as of today, we have not received all the necessary approvals from the various municipal and county health authorities through which the ride passes. It is possible they *may* be issued, but we cannot wait any longer to make this decision. Further, many of our volunteer groups have voiced concern over the health and safety of their members due to interaction and exposure.
- ▶ Consequently, in consideration of all the public health guidelines as well as an abundance of caution for the safety and wellness of our cyclists, volunteers and the communities through which we pass, we felt no other alternative but to cancel the Denver Century Ride for 2020.

### Why didn't you make this call earlier?

- ▶ We were the last large-scale ride in Colorado that remained hopeful we could forge a path forward in 2020 because of our unique position as an urban-based event. Other events cancelled earlier as they had different challenges that could not be overcome such as routes through rural and mountain communities that lacked needed medical capacity. Others attracted a large percentage of out-of-state cyclists, whereas we are 95% local. Some could not get municipalities to reissue park permits on new dates, while we start and finish at a privately-owned location. Things were looking positive for us until very recently.
- ▶ Working closely with our partner and beneficiary, Bicycle Colorado, we pursued every scenario to keep moving forward to host the event in 2020. As well, we felt

the cycling community needed the Denver Century Ride to happen and we wanted to make that possible. It has just been since the end of July that it felt like we were pushing too big a rock up hill.

### **Was this a financial decision?**

- ▶ Yes, in part it was. The biggest financial impact was going to be the additional expenses required by public health COVID-19 protocols including touchless thermometers to check all staff and volunteers, masks for everyone, moving to single serving beverages and pre-packaged aid station food, supplemental COVID-19 signage, doubling the infrastructure for aid stations and the start/finish line to accommodate social distancing and much more.
- ▶ Our sponsors have been completely behind us, never wavering in their support. However, several of them have recently received company restrictions on employee engagement in public settings through the end of the year. That new mandate obviously excludes their participation in this year's event, however, they made it clear that they will be with us in 2021 when we return.
- ▶ Finally, we are a small business and the risk of financial exposure and extreme negative impacts should any of our volunteers, staff or cyclists get sick as a result of participating in the ride, would be something we could likely not survive nor want to hazard for all concerned.

### **Where did my registration fee go?**

For most events, the amount of work that goes into the planning, preparation and management creates a significant upfront cost. Since the conclusion of the 2019 ride, we have had a team of people working on everything from website and social media platforms, marketing and creative, registration platforms, merchandise and course development with endless meetings with the municipalities through which we pass, volunteer recruitment and much more. We also incur significant expenses for advertising, permits, deposits, insurance, communications and the like.

Here is the approximate breakout of where the average \$100 registration fee is spent.

- ▶ \$25 to upfront expenses (advertising, digital marketing, web management, graphic design, permits, signage, storage, deposits, merchandise & materials)
- ▶ \$30 to year-round staff and contractor compensation (Ride Director, Registrar, Marketing, Operations, Sales)
- ▶ \$30 of your fee covers ride day expenses (food, beverage, aid stations, staffing, police details, vehicle rentals, etc.)
- ▶ \$10 of fee donated to nonprofit partners (Bicycle Colorado is the ride's principal beneficiary and they will still receive our contribution commitment.)
- ▶ \$5 is put towards pre-funding next year's ride

We have spent a year working on the 2020 ride and reworking dozens of scenarios based on rapidly changing conditions. As you can see, other than ride day direct expenses, most the funds have been spent.

We sincerely hope that you can understand the position we are in and will continue to support our efforts to employ independent contractors to produce the Denver Century Ride in the future. In the end, we are a small business, trying to hang on like so many others, while watching out for the safety of all our valued cyclists, committed volunteers, loyal sponsors and dedicated event production team.

Thank you for sticking with us as we all move through these extraordinary times.