

Re: Tulsa Tough Ride & Race

2008

Purpose

Our statement of purpose defines why we exist. It is our reason for being. Every aspect of our event should play a role in helping us achieve our purpose. By having a clear statement of purpose Tulsa Tough Ride & Race will maintain continuity as it grows and evolves.

Organized and promoted through a joint effort of the Tulsa Sports Commission and the Tulsa Wheelmen cycling club, *our purpose is to promote economic development downtown and along the river and to promote healthy lifestyles.*

Vision

If you follow a path to nowhere, that's exactly where you will end up. We created our view of the future - what we want Tulsa Tough Ride & Race to be - to better enable us to develop a road map for getting there. When we look into our crystal ball, this is what we see:

- Adults and children begin to **see bicycles as a means of both recreation and as a mode of transportation**. Instead of having their parents drive them to school, children ride bikes. Instead of having their parents drive them to their friend's houses, children ride bikes. And instead of driving to the coffee shop on a weekend morning, adults ride bikes.
- Tulsans set participation in Tulsa Tough Ride & Race as a goal which contributes to **adoption of healthier lifestyles** and results in an overall improved quality of life.
- Tulsa Tough Ride & Race **contributes to Tulsa's economy** by attracting out-of-town visitors to Tulsa who stay in area hotels and enjoy the downtown entertainment district.
- Tulsa Tough Ride & Race is one of the **largest events** in terms of numbers of racers, riders and spectators with a reputation for high quality organization and outstanding venues.
- Tulsa Tough Ride & Race is recognized by the cycling community - both racers and recreational riders - as one of the **nation's premier cycling events**.
- And finally, Tulsa Tough is a **sustainable event** less dependent upon outside sponsorship with a significant portion of its funding generated by entry fees and merchandise sales.

Guidelines

Many events enjoy early success only to struggle in later years. Tulsa Tough Ride & Race will avoid this by focusing on purpose and vision and adhering to the following guidelines:

- **UNIQUELY TULSA** - among other things, exposure to Tulsa's downtown and neighborhood architecture, to Tulsa's verdant landscape; engagement of Tulsa's volunteer community and participation of Tulsa's philanthropic community.
- **DISTINCTIVE ACTIVITIES** –venues, race and ride formats, awards and a website that deliver experiences different from other cycling events.
- **FIVE-STAR QUALITY** - every activity related to the event will be measured against a “five-star” standard.
- **BIG BANG** - endeavor to make an immediate and major impact when adding new features to the event. It is not our wish to be known as just another cycling event. This attitude will be reflected in the size of our prize money purse, in the scope of our youth bicycle program and in the professionalism of our organization.

We have an unyielding passion to “be the best and bring the best” to Tulsa!