

Welcome, everybody.

I'm Mark Harrison. I'm excited

to have this conversation today with my friend, but

before we find out who you are is true.

This is the 20th anniversary of Crankworx.

This is the 20th edition of Crankworx in Whistler. Wow.

2025. And how many of them have you been at? Oh, wow.

Uh, all but two.

So I didn't, I wasn't involved in 2003 or 2004,

but I started as a volunteer in 2005.

There you go. Yeah. Love it.

And who are you name, rank, and Serial number?

I'm Darren Kinniard. I'm the managing director

of Crankworx Events Inc.

For the company that produces the Crankworx World tour,

the summer series,

and, uh, all the different

events we produce around the world.

Alright. We're gonna talk about all that,

but let's start with, we're here in Whistler today

and, uh, this is the 20th anniversary

and you mentioned 2003, 2004, but it's 2025.

Mm-hmm. So, the obvious question is, why are we only at 20?

Why are we only at 20? Yeah.

Uh, well, we would be at 22,

but we missed a couple 'cause of COVID.

Oh, that thing. Yeah. Yeah. Okay. Yeah.

So, uh, yeah,

we missed two events here in Whistler because of COVID.

Yep. Um, that was

where the Crank Work Summer series was born from, of the
pivot, if you will.

Yeah. The overused word. The overused word 2020.

And we're not gonna make this a COVID
podcast, so don't worry.

So, so, but, um, yeah, no,

that's, that's why we missed two years.

So let's jump to this year right now.

So we're here, 2025 is the 20th anniversary.

Maybe we can just take a step back for people
around the world who've never been here.

Where are we? Uh, what are these amazing mountains around us
and how does Crankworx?

Bring it to life? Yeah. So we're in Whistler, bc. Yep.

Uh, the mountains

around us are part of the Coast Mountain range.

Uh, Whistler was traditionally known for its skiing. Mm-hmm.

Uh, but in the late nineties, early two thousands,

mountain biking started to become a big thing here.

And mountain bike trails are being developed.

And, uh, a group of local tourism folks got together
and said they wanted to produce a mountain bike festival
that would celebrate
and showcase all there is

to do here in terms of mountain biking.

And it has grown over the years
to become the busiest 10 days, the busiest the entire year.

Yeah. And one of the biggest ski resorts in the world.

Amazing. Amazing.

And, uh, and we both have our crank work depending on today.

So my, my 20th shirt, I love it. I love it.

Where'd the name came from? Nice.

Uh, do you want the honest story? Okay. Yeah.

I want the honest story so you can
lie to me for the rest of the podcast.

Gimme one. I'll, I'll try spread of honesty. Okay.

But do you remember the t well, you know,
the TV show Silent Live?

Yep. And there was the, um, Sprockets Yeah.

Thing with Mike Myers. Yeah.

Uh, Jason Priestly was the host
of Silent Live one, one episode.

Yeah. And, uh, they had a German

dating game show on Sprockets.

Right. And it was called Love V. Okay.

And so, and this is like 2002, 2003. Yeah.

And so, as a joke in a meeting when they were developing

what this festival would be called, uh, mark,

skip Taylor throughout the term Crank V Yeah.

I don't think we call it Crank V of yuck. Oh, yeah.

So, so he does that in, in kind of German, yeah.

And then, and then, is

that the only word he speaks in German?

Uh, yeah, probably. Yeah. Yeah. Okay.

But the name just stuck. Yeah.

And, um, yeah, it's turned into this iconic thing,

but that's where the name comes from.

I love it. Yeah. I love it. Okay.

I'm not gonna try to do it in German. Okay.

So take us to today,

what is happening at the 20th anniversary.

What are some of the traditional things

that your Crankworx, regulars,

the people your super fans are gonna know about,

and what are the new tricks and surprises for us?

Yeah. So, um, we've brought back some of the old classics.

So we had the Canadian Open downhill
that was traditionally here on the village side of things.
Uh, that happened on the weekend.
Uh, like one of the most famous
races we've ever produced over the years.
Uh, there was a birth of this raucous thing
that would take place on the hill called Heckler's Rock
that got shut down years ago, got a little outta control,
but we brought that race back Okay.
Without the Heckler's rock. Okay.
Um, we've got some of our traditional favorite events,
slopestyle, red Bull Joy Ride.
Um, we've got the new Canadian Open Downhill
and Creekside, um, a host of other events, um, for
families, kids, amateurs,
professional athletes, you name it.
Um, I think some of the new things this year
that we're really stoked to deliver
or to, to have this year, um, our expanded adaptive
mountain biking program, um,
some unbelievable stories took place yesterday.
Uh, we have the, or, uh, outdoor research trick showdown.
Okay. Which we've sort of modeled
after the NBA Slam Dunk contest.

Hence my new trick Yep.

Thing that, if you notice, I slid that in there.

Where you going that? Yeah.

And then also new this year, which is a first
for North America is the Bosch EMTB challenge.

Right. So this is something they've done in a,
for a few years over in Europe.

Um, and they've, they've brought it here this year.

And so we're gonna have this super fun, um,
e mountain bike challenge, uh,
that's gonna go all over the valley, black home,
Whistler, you name it.

And it'll end up at the, uh, 1199
new can open downhill Right on Friday afternoon.

I'm rolling there for to VIP view the Downhill race.

Amazing. So explain for people
what an e mountain bike challenge is
and how it works all over the village.

And I was, I was reading online this morning that some
of the, the athletes, uh, Jennifer was injured who wanted
to do it and others, but I know it's gonna be very popular.

But what, gimme more specifics. Yeah.

So it's, it's a challenge of your riding abilities.

Okay. You're, you're racing against the clock. Okay.

But it's also about like battery management,
and you're showcasing, I mean,
you're showcasing the benefits of an e-bike,
how far it can go fast, it can go Right.

But if you burn out too quick,
you're not gonna have enough battery to finish the race.

So for people drive electric vehicles by self included,
we call it range anxiety.

Yeah. So is that the same thing on a, on a on e bike? Yeah.

And I think it's more like there's three different, um,
classifications in the race.

There's the elite pro level, there's the advanced,
which I'm gonna do.

Okay. And then there's the amateur.

What number will you be so I can cheer you on? Number 10.

All right. Number 10. Yeah. Aaron, cheer on for number 10.

Yeah. I'm just hope to not come dead last.

So, so number 10, what's gonna happen?

Explain to me how the race works. Yeah.

So we will learn, uh, what the course is. Okay.

On Friday morning. So

I, I don't even know what the course is.

Okay. All right. As the managing director
of crank course, I don't even know the course.

There's no competitive advantage here.

We got ourselves a, I was gonna say, level playing field.

Kind of hard to say that on a mountain,

but anyway, there's Fair enough.

Okay. But, uh, we learn this, the course. Mm-hmm.

Uh, it's got five time sections. Okay. Summer are down.

Yeah. Summer are up. Yeah. Some are up and down.

Um, but yeah, it's, I'm not sure

what we're gonna get ourselves into fun.

I think it's, it's gonna showcase some of the most fun

trails here in the Worcester Valley.

So, and, and, and a little more accessible.

'cause you're on an E mountain. Yeah, totally. Yeah.

Like, we'll be able to get to things quicker and faster.

Right. Um, that you just wouldn't, like, the,

the ground will cover in one day will be significant

compared to what you would do on our, on a artistic bike.

And how, how many people will be competing.

Uh, I think there's gonna be over a hundred. Amazing. Yeah.

For a first time. Yeah. First, first event.

We're pretty stoked. Now, you mentioned this has been going

on in Europe for a few years.

I mean, maybe just speculate a little bit, kind of your,

and you think about the role of electronic mobility,

electric mobility in, in bikes and scooters,
and now it's even coming out in, in, uh, in snowmobiles
and all the rest of it.

What, where do you think this is going in, in your,
in your world, in the, in the, in the mountain growth?

Oh, I think what e-bikes have done,
and in particular e mountain bikes mm-hmm.

Has, they've made the mountains
and the outdoors, uh, more accessible.

Right. Um, you know, the, the broader range of people
that are now continuing to mountain bike mm-hmm.

Or get out in the mountains and explore.

Um, you hear about this in Europe where, um, you know,
seniors are now taking e-bikes into the mountains
where they may traditionally hike.

Right. They're now taking e-bikes to go further
and see more, having a lot more ground.

Yeah. Yeah. Yeah. Totally. So, um, you know,
I think the future of a lot of transportation is electric
and, and so it's really neat to see it, um, you know,
being used as a recreational tool Right.

In mountain biking. Yeah.

I love your concept about, about access and,
but what about for those people?

You know, some people feel that, you know, electric bikes and scooters are almost kind of small motorcycles.

Do you get any of that sort of pushback there?

There's a bit of that. Yeah. Yeah.

There's definitely a bit of that, but, um, I mean, the, they're all regulated in terms of like, the speed they're allowed to have, right.

Um, yeah. I mean, there's, there's no question.

There's a, a comparison, but they don't have throttles.

Yeah. So, you know, the, and they don't make the stinky smell of it, you know?

Exactly. That's the best part.

You're out in the mountain and you don't have somebody going by you.

Yeah. I mean, specialized motto is, it's you only faster.

Oh, okay. That's cool. You only faster. Yeah.

I mean, like that Bosch is, it's the, you know, the power of Yeah.

The power of the bike sort of thing. So, yeah.

Love it.

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So You talked about, uh, the e mountain biking event.

Now talk to us a little bit about adaptive and,

and kind of what's going on.

And maybe even just explain for people that don't know

that term, when you say adaptive, uh,

maybe you can just start there at that kind of base level

and then talk about the events and the, uh, opportunities

that you have for adaptive athletes.

Yeah. So, um, you know, adaptive mountain biking is,

um, for athletes that, um, are paraplegic.

Mm-hmm. Um, um,

or, you know, um, yeah.

They, they'll use it in a non-traditional Right.

Mountain bike. They're, they're not an upright athlete.

Yeah, right. Um, some, well, some are. Okay. Um, yeah.

And there's different categories. Yeah.

Um, we had our first ever, uh,

quadriplegic athlete Wow.

Uh, race yesterday. Okay. Uh, a local gentleman. Yeah.

Uh, I believe he is 19 years old. Yeah.

Had an accident when he was 17.

Um, last year at Crank ORs, uh, was was,

there, was money raised.

He was, um, gifted his first, um,

quadriplegic Mountain or Cycle.

Mm-hmm. And at that time last year, his goal was,

I wanna race in Crank or extension.

Amazing. Yeah. He did it.

So he, and he, he did it yesterday and it was pretty moving.

Uh, there was a big crew of people following him.

Um, but, you know, a big, a big part of what, you know,

makes Crankworx, Crankworx

and has since the very beginning is this idea

of inclusivity.

Mm-hmm. Right. When we first started doing Crankworx,

you know, we wanted to, we wanted amateur athletes

to be able to experience what it was like to race

with the pros, ride with their heroes.

Yeah. And, you know, over the years, we've just broadened that to youth, to women.

Um, and over the last couple years, you know, we've started to work more closely with, um, with Sir Adaptive Sports Program.

Amazing. The Ney Adaptive, um, program, uh, they work really closely with Bowhead Cycles mm-hmm.

That make a lot of the adaptive bikes. Right.

Um, in our, and it's, and I think there's a real, uh, passion, um, internally to, to make this happen.

Like there was some, uh, guys on our trail crew that were out last night, uh, adapting the trails so that, you know, there's another adaptive race today, the technical adaptive race.

This is a little more challenging, amazing little more experience, but they were out adapting the trails last night so that the experience for the athletes would be next level.

So how many athletes are we talking right now in, in your different adaptive events?

Oh, uh, I think it's around 25 to 30.

Amazing. Yeah. Yeah.

It's, it's, uh, it's definitely growing. Mm-hmm.

Um, and it's really exciting to see, um,
you know, those athletes getting to experience Yeah.
And be a part of Crankworx as well.
And, and just a quick fact here, how many total athletes
or competitors do you have in Craig works this year?
Oh. Uh, because you, I love, like, a lot
of us watch maybe the joy ride or you see a certain Yeah.
Event, pump track, whatever.
But like, what's the total, there's, I believe there's, uh,
I was just looking at the numbers the other day,
but I think it's over 2200 athlete Amazing.
Like, registrants during, is that the biggest ever?
I, I think it has to be. Yeah. Yeah.
I, I'd need to go back and double check. Yeah.
But I think it is because we have more,
we have more events happening this year than I think we've
ever had more, there's four downhill races
where we've traditionally had two or three.
So, so, so one thing I'd like to maybe go back
to on the adaptive athletes is, you know,
much like the E mountain bikes, maybe speculate again,
when you think about, you know, you're building community,
you're giving these athletes a chance, but you,
and an opportunity,

but you're also kind of looking at, uh,
like different aspects of future mobility
and future accommodation.

And, and so as, as you're putting these events on,
maybe speculate where that impact's gonna be in four
or five years on kind of broader society,
because I, I think, you know, like Paralympics
and other things, there's something really, uh,
interesting here, what you're doing and the fact
that we're raising money for bikes,
and your trail crew probably five years ago, wouldn't know
how to adapt the trail for adapt.

So maybe just, again, I'm asking to spitball a little bit.

What do you see, what do you see
as this contributing to the future?

Um, I think it, the word accessible. Mm-hmm.

You know, that's the, I think that's what it is.

It's creating access. Yeah.

And creating, creating opportunity. Yeah.

Uh, I like that word. Yeah.

And, uh, you know,
I think it only goes up from here in terms of, you know,
you, you, you give those athletes a platform here mm-hmm.
Like Crankworx. Yeah. Um,

and others can see it's possible Yeah.

And will be inspired to potentially do that as well. Right.

And I think there's something interesting about central
knock on effects in the workplace in other forms
of recreation education.

A hundred percent. Right. I mean, uh,
if you like Caroline Buchanan Yep.

Has always said, if you see it mm-hmm. You can be it. Right.

And I think that's, you know, what we're hoping to,
you know, play a small part in Yeah.

Inspiring in the future, and not just inspiring them,
but I'm hoping you can inspire organizations
who sometimes look at how do you adapt your workplace and,
and, and understand that, you know,
if a massive event like Crankworx can do
it, why can't my law firm?

Yeah. Yeah. I mean, I, there's no better example of that,
uh, this year mark than ra mm-hmm.

If you've been up to the Volcano yet this year. Not yet.

But I've heard that they've installed a massive, uh,
multi-tier ramp Yeah.

That allows adaptive athletes
to get up onto Thera Volcano this year.

Yeah. And that's a huge commitment from,

I, I mean, their whole team.

But I mean, Jen Kasier over ATRA has, has really spearheaded that and has been a huge, um, uh, focus and goal of hers this year.

So it's, it's really neat to see a happen.

And just for people that have never been here

to Crankworx, go online

and have a look at scam, uh,

their volcano is this iconic activation

that's right at the base of the, of, of a competitive area.

Um, best one, one

of the best places to watch one of the spots.

Yeah. Watch all the different events.

And the fact that after all these years

of having this iconic venue is that,

and I heard this the other day from some adaptive athletes,

that they, they involve those athletes

and talk to 'em, what do you need?

And quite frankly, what, you know,

to your point on see it can be when you can't get there.

Hmm. And I think that's the society we're all trying

to create, which is, or rather your physical ability

and intellectual, your gender, your race, uh, you name it.

Yeah. We should be able to get up to the top of the volcano.

Yeah. It, it, it's, it's a small thing. Yeah.

But it's a big, it's a massive thing. Yeah.

It's a massive thing. Absolutely. Well, congratulations.

I'm excited about that. So, um, you know,

I think you came up with the term, even if you didn't,

you can, you can pretend that you did that.

Oh, I totally, that the Red Bull Joy Ride is kind of the,

you know, the Super Bowl, mountain biking

and all the rest of it.

Um, Crankworx has so many events, uh,

but obviously one of the big signatures

with the global following is Red Bull Joy Ride.

And I'd love for you to describe to people

that have never seen it, what it's all about.

I, I know. 'cause you, you know, you did this Jimmy, uh,

probably a decade ago, dragged down

your, I was like, what is this thing?

I, I wasn't screaming,

but I was kicking, uh, there was same language.

Yeah. Um,

but describe what Red Bull Jar Ride is for folks

that have, have never seen it.

Yeah. So Red Bull Jar Ride is the,

it's the biggest slopestyle event in the world.

Mm-hmm. Um, we have 12 men,
five women competing this year.

Um, and it is athletes, they, they stop at the top,
start at the top of the course.

Mm-hmm. And they ride a series of massive jumps,
incredible mountain bike features.

Uh, they've evolved so much over the years,
they've just gotten bigger and bigger and bigger.

Um, and they're doing their best tricks. Mm-hmm.

The most variety, the most amplitude, uh,
to achieve the best score.

Yeah. Um, and so they get, they get two,
two chances each to do that.

Um, it draws 35,000 plus people to the hill here Yeah.

In Whistler. Um, it, it truly has become the Super Bowl
of slopestyle, uh, biggest event of the year
for the athletes, um, biggest event of the year for us.

Um, yeah. It's, it's, it's, it's a remarkable event.

I'm, I'm actually hoping that at some point
during this podcast, I don't take a swing at a fly
and hit you and, and knock you off the chair,
because that would look like a new trick onto its own.

But, um, I, I think it was it two years ago
that you had the addition of, of the, of women athletes

to Last year was the first.

Okay. So this is the second year. Yeah.

And maybe just from a physicality, a technical ality, like, talk to us about how much, uh, on the women's side, the athletes have obviously had to, um, uh, transform and develop in order to, to tackle this course.

'cause not at all trying to be sexist, but this is, this is no easy feat.

No. Like, it is a, it is a tough course tackle. Yeah.

I mean, I, I had a theory back in 2015, so back in 2015, we started doing equal prize money Yeah.

Equals like share podiums.

But you guys shared opportunities nobody was doing and huge kudos.

Yeah. That's a decade ago.

But our, but our goal at that point was to, you know, if you see it, you can be it.

Yep. And over the years, um, we've wanted to create opportunities, um, for women Yep.

Through crank war. And, um, you know, I have this theory that if you gave an 8-year-old boy and an 8-year-old girl a bike Yep.

And gymnastics lessons. Right.

By the time they were 15 Yeah.

They'd both be able to do the same things. Right. Right.

So that's why I look back a decade and Okay. Go.

There was probably some, yeah.

6, 7, 8, 9-year-old girl out there.

I had no idea that one day she'd be doing this. Right.

And I think we're, you know, we're seeing that now. Yeah.

Right. There's a lot of the competitors, a lot of the best, uh, female.

So style athletes in the world are

18, 19, 20 years old.

There's a couple of 16.

There's a Canadian girl from Canada who's 16 who competed last weekend in Silver Star.

Amazing. You know, on the cusp. And Yeah.

And there's a number of young women that are just knocking at the door, um, to, to do this.

And, you know, the progression of the women over the last couple of years, I mean, the, the men progressed 20 years ago Yeah.

And it was slow. Yeah. But the women are just going pew.

So their line, their, their improvement line is deeper Oh, yeah.

Yeah. Than what you saw with male athletes. Yeah.

And, and I think they're inspiring.

The women are inspiring each other. Yeah.

You know, a lot of the men have been really, um, you know, helpful coaching, getting, you know, getting through the features the first time, and then Yeah.

Then they're, they're, they're, it's all them. Yeah. Yeah.

So, you know, you think about the annals and the history of sport.

Like at one point, you know, the IOC didn't let women run the marathon because they thought it was bad for their reproductive systems.

I love the fact that you are looking 10 years out and saying, I'm gonna take two identical a like athletes in terms aid Yeah.

One identifying as a boy, one identifying as a young girl.

And if I provide them the same opportunities and training and equipment, uh, that they will both be on the same course.

Yeah. Which is, which is great foresight.

Um, so Red Bull's obviously a big part.

You, you made a, a quick note about, uh, outdoor research.

ORs doing a new event this year with best tricks to talk to us about.

What, what is that all about? Yeah.

So we wanted to, uh, come up with a super fun event. Mm-hmm.

Um, that would be a great Friday night, you know, celebration night party.

Yeah, exactly. Friday night lights. There you go.

There we are. You got the Super Bowl, so now you gotta have the Friday Night Rice.

Yeah. Right. And, and just wanted to take something, uh, you know, we've been, you know, Rob and duplicate r and d.

Yeah. Um, yeah.

You know, I think back to the Robin

Duplicate sounds like a law firm.

That's my, uh, yeah, I like it. Robin Duplicate. Okay.

My wife d my wife's term in marking is Robin Duplicate.

Okay, good. But, um, no, I think back to like the heyday of the NBA Slam dunk contest, like Michael Jordan and Dominique Wilkins and Vince Carter, and Yeah.

You know, nobody ever knows who you're talking about, but keep going.

Maybe Jordan. Okay. Well, people think Michael Jordan's a shoe designer, by the way.

Everyone know. Yeah, yeah. But I hear, but Nick and Yeah.

But yeah, those, those Bud Web, those, yeah, he, those, those events were just iconic and fun.

Mm-hmm. Like Right. Like the judges

got involved and had fun.

And, and so we just think that there's such a, there's so many great personalities Yep.

In slopestyle and in mountain biking.

And so we think that that event will just be a super, super fun, uh, great activation for, or I love it.

It's gonna be a great evening. Love it. Love it.

Um, so let's maybe take a step outta Whistler and talk to us about what happens globally with Crankworx.

Where do I see the Crankworx brand around the world, physically, events, different types of events?

Talk to us about that. Yeah.

So we started to branch out to, uh, Crankworx started to branch out in as far back as 2007.

Okay. We, we were hosting events in Winter Park, um, but then we were, in 2012, we, we expanded overseas to France.

Cool. And so we, we did events in Europe, um, for oh, like almost 15 years.

Mm-hmm. 15 years. Um, we've been in Innsbrook, we've been in a couple places in France.

Right. We currently hold two different events in New Zealand.

One at the Christchurch Adventure Park,

and the big one in Crankworx Rota.

They recently celebrated their 10th anniversary. Amazing.

Crazy to to, to believe that. Yeah.

Um, we're in Cannes, Australia. Yeah.

Uh, the Tropical or the Paradise Edition of Crankworx.

Um, and we're currently looking at a bunch
of different places, um, for where we go next.

Um, but we, we've also in Canada got the,
the, uh, summer series Yep.

That takes place in Silver Star Vernon, um,
also in Horseshoe in Ontario.

Yep. And, um, in Sugarloaf, new Brunswick. There you go.

Uh, in Ton. So I love it. Yeah. I love Horseshoe Valley.

Uh, it's my, uh, it's actually first place I ever skied.

Oh, wow. Not, well, I still think there's probably like a,
uh, you know, an image in my face in the
snow there, the little ground.

There's a pie plate that looks like this, unfortunately.

Hey, friends, I hope you're as excited

as I am about the sponsorship X Changemaker Summit being
held November 13th, the 15th in Toronto in conjunction
with the first ever the historic first ever professional
women's soccer championship in this country, the NSL final.

Now, when you think about being a change maker, that

to me speaks to innovation, entrepreneurship impact.

And we're gonna have a lineup of speakers from around the world, workshops, sessions, a football tournament as in soccer, not this type of football mix.

And mingles great engagement, some sneak previews.

We're gonna be all over the city.

We are gonna have documentaries.

We're gonna have amazing opportunities to interact with NSL Stars.

And best of all, we're all attending the NSL final on Saturday, November 15th, sign up today, backs.com.

Um, but when you think about those different events, the different scale, those events, when, when a Crankworx comes to town and, and a Whistler, uh, talk to us about kind of event tourism and, and economic impact and societal impact, because it's not just the dollars, it's also the building of community and exposure.

Yeah. So, um, think about those markets that you go, what's the impact?

What's the ROO and ROI for those communities? Yeah.

So I mean, here in Whistler, the, the last time we did an economic impact study Yeah.

You know, it was over like

\$56 million or something like that.

Amazing. Um, you know, the marketing value of a Crankworx

to, for the resort is huge,

but it's, it's also, is

that why you get a \$50 million grant to put it on?

Yes. Yeah. It's a, a huge grant.

That's a joke, by the way,

that might not have lent, but that's just a joke.

Okay. Um, we, we worked very hard to, uh,

to raise the funds to do this event.

Yeah. Um, uh, it's become

such a core part of the Sea of Sky community as well.

Yeah. Um, you know, I was up on the hill on Saturday, uh,

at the Kids Works in Duro mm-hmm.

And it was kind of a flashback, if you will. Right.

Because, you know, I'm standing there

and there's a lot of parents Yeah.

Dads and moms. Yeah. And you remember were in those events.

Well, well, no, remember him at the parties. Yeah. Okay.

Okay. Got it. Yeah. Yeah.

Like one of the dads was literally the guy

who started Heckler's Rock.

Right. Okay. Right. He was the instigator

and now he's got kids, and so his kids are racing.

I hope his kids heckle him. Oh, well, I, me too. Right.

Or at least one day we teach them too.

But yeah, it was such a, like, bizarre moment,
but how, how this like, festival has become so much a part
of the sea sky, you know, you know,
families from Pemberton to Squamish.

Right, right. Uh, and everywhere in
between their kids are now all a part of this festival.

And is it the same sort of thing in
New Zealand and Australia?

Yeah. So what we've seen in
particular in New Zealand, right.

Um, you know, with the, the long runway that they've had
to host the event and the economic impact
is, is big every year.

Um, you know, to the point where
during COVID Crankworx in New Zealand was
deemed an essential service.

Okay. That, that's how impactful, impactful,
deemed a essential service.

That's my goal in life. I wanna be an essential service.

Yeah, exactly. Right.

Um, but you, you know,
they've been doing this program there called Share the Ride.

Yeah. The last 10 years where, um, you know,
underprivileged, uh,
or, you know, socioeconomically challenged families
in the community, you know, can't afford to buy a bike.
Yep. Can't accessible
and giant, um, giant there donates a lot of bikes.
Um, and these cool, these families get a chance
to experience the forest from rot and be a part of that.
But, you know, the, the legacy of the event there, um, is,
you know, you're seeing families grow up with the event.
Kids grow up with the event, and they're, you know,
there's quite a few kids that have come outta Rotorua now
that are world class elite athletes getting to, you know,
travel the world and compete
because they had these opportunities in this access
to an event like Crankworx.
And you mentioned Giant. Are there other sponsors that are,
that are, uh, specific to say the New Zealand event
or Australia event that maybe folks in, in,
in North America wouldn't, wouldn't know about or see?
Or is it, um, highly consistent? It's pretty consistent.
Yeah. I mean, our, our global partners, RA and axi Yeah.
Red Bull, uh, specialized, um, you know,
they recognize these places as you know,

great mountain biking Right.

Destinations. Right. So wherever you go, they go. Yeah.

Pretty much. Yeah. Amazing. Yeah.

Um, and any new partners here in Cranks works this year?

From a sponsorship standpoint? Yeah.

This year where you have the opportunity to work with GMC.

Nice. Um, they've gotten involved,

they have a massive activation here in the

village with climbing wall.

Looks like there's been a lineup of kids.

Have you climbed it yet? I haven't yet. Okay.

But I will, I gotta get and fitted with that.

Let's go race matching helmets. Yeah. Go. Okay.

There you go. Okay. My problem is I'll be

okay going up when I look down.

That's my pure heights are gonna kick in.

Just don't look down and I'll be whimpering like a,

I'll be hugging Darren,

I'm sorry I swat you at the podcast, but Yeah.

You and you bring me down. Yeah.

Uh, well, well I'll get you down. Okay, good.

Um, but, um, down GMC uh,

is evolved this year, which is really cool.

Yeah. Yeah. Um, and, uh, yeah, I mean,

they're gonna be shuttling our athletes

during Red Bull Joy ride.

Right. Uh, back up the hill, which will be, you know,

and it's all electric vehicles, which is Oh, nice.

Really cool. What are they taking the mup in?

Uh, I believe there's a couple of Hummers. Nice.

Let's grab one. And I forget, is it, it's the other one.

I can't remember the other one. Yeah.

But I need to know that.

Yeah. Um, but yeah, there's a bunch of vehicles

that are decked out for Red Bull Joe

R which is really exciting.

Uh, great content opportunity, right? Yeah.

To have the athletes have going up in the Hummers

and hopefully they're gonna take advantage of all that.

Well, uh, no, and we have some other partners.

I mean, like our, like I said, our global partners

longstanding, but we also Swatch is involved Nice.

Which is really nice. Um, swatch Canada.

So yeah, there's a, a bunch

of different partners from the industry

that are specific to Whistler.

Um, we're really blessed, um, that these brands,

you know, there's, there's, there's

tremendous value aligned.

Yeah. Right. This, this idea of Crankworx being inclusive, resonates I think with our partners.

A hundred percent. Yeah. And you made the comment earlier about kind of, you know, takes a lot to put on an event like this.

Maybe take us through the, what are the big pillars from a business model standpoint in terms of revenue?

So obviously sponsorship's one. Yeah.

What are the other, what are the other big inputs?

Uh, sponsorship is a big one. Yeah.

Um, registration for all the events Yeah. Is significant.

Our, um, our expo. Yeah.

So all the booths that you see throughout the village right's, significant, um, there is some government support.

Okay. Um, there's the Reserve Municipality of Whistler.

Yeah. Support. There's the province of bc, uh, support, um, VIP experience, ticket sales, that sort of stuff.

But, um, the bulk of it comes from our sponsors and, and partners.

Amazing. Yeah. We're very thankful for their support.

So, look, uh, not for a second suggestion, you're old 'cause you don't look like you've aged, aged a bit

outside of the, the new s scrub.

I appreciate that. Um, maybe on the inside

or on the outside, you're looking, you're looking,

you're looking prime, but for people that are out there

that are in this business, if you think about, uh,

in this era where we're headed, where we're talking about AI

and cloud and chat, DDP

and all this stuff, um, you know, obviously events,

human connection, the power of that.

But what would be the kind of the three things you'd say

to somebody who's a prospective event curator?

Like, what are the things, what's the magic?

What are the things you gotta get right?

Uh, whether it be, you know, a music festival

or a, you know, a marching band or a fashion show

or a popup party,

or a massive, not only a massive festival here in Whistler,

but within the national reach, what would be kind of your,

here's some key insights Yeah.

From your learning. Uh, I mean, passion is, is clearly

probably, you know, maybe the most overused right term.

Right. But it is essential. Yep. Right.

It's a hundred percent essential. Yeah.

Um, I would say

it's interesting your point on passion

because I, I would say that, you know,

passion can do two things.

Passion can keep you going,

and passion can, uh, have you go broke.

Oh, a hundred percent. Yeah.

So, so there's an interesting balancing act for,

for somebody like yourself, which is, uh, like, you know,

you love this stuff all the time.

You and I are talking, you like, took

your son on a ride or whatever.

Yeah. But, but also you gotta have

professionalism to that passion, right?

Yeah. Yeah. Yeah. Um, so yeah.

Professionalism on top of that. Yeah. I would say curiosity.

Okay. Love. Um, to love, explore new opportunities. Yeah.

New things, like new ways of looking at things. Yeah.

And I think that's been, um, something that, you know,

I've challenged myself to do.

Right. And challenge our team to do is like, you know,

look at things a different way.

Yeah. 'cause in the event world, you won't,

you don't wanna be yesterday's news.

No, a hundred percent. Yeah.

You wanna adapt and explore and,
and, you know, being curious about how others do things
or how things can be done, I think is really important.

Smart. And then lastly, um, you know, I think a,
if I was to give a, you know,
if you're gonna put on an event, you're gonna be a leader.

Yep. Right. And I think a, a leadership quality, um,
that, that I try and focus on is empathy.

Okay. Um, you know, expand on that.

Well, understanding, you know, everyone
has a motivation mm-hmm.

For why they're trying to do something here this week.

Right? Yeah. Right. And there's,
they're not making decisions that are malicious,
they're making in their, but they think's the best.

No. There's hundreds if not thousands of people here. Right.

Trying to achieve something this week. Yeah.

Whether it's to win a race,
sign up the most people to their database.

Right. Whatever, it's mm-hmm. Right.

Um, but having empathy for, you know,
what someone's motivation is.

Mm-hmm. This also can go back to curiosity.

It's like, what is their motivation for being here? Right.

Right. Um, and if you can take a step back Yeah.

And, you know, put yourself in that person's shoes. Yeah.

What are they trying to achieve? Okay.

And, and so I think if you can do that, yeah.

You know, you can help 'em do it,

which will lead to your success.

Got it. So, all right.

So on that, my three on that, I want you to pick,

you can be one of these four people.

Okay. As the leader of Crankworx. Are you the mayor?

Are you the sheriff? Are you the town doctor?

Um, are you the, are you the preacher? Hmm.

I'm building off of empathy. Yeah.

I would probably

be the town doctor.

Okay. But an empathetic town doctor. All right. All right.

We're the good bedside manning. Yeah, yeah, yeah. Okay.

Yeah. Alright. I like that. Yeah.

Well, it's interesting

that you were talking earlier about the, the, the, the kids

that used to see at the parties, now their kids are,

are competing, uh, in your events,

since you're the town doctor, you delivered those babies.

You had a role in the creation of those babies.

Um, and so probably in more ways than I'd like to know.

And so more ways. Um, but you know, as a, as a,

I think in the world of business,

there's nothing better than growing your own

future customers and clients.

So it's, you know, uh, procreate, recreate.

That should be on a t-shirt somewhere. I like that.

There we go. Alright. Oh, I like that. Okay.

Well thank much Frank, Frank recreate. Yeah. There we go.

The new, all right. It only took us three, three minutes

and we just went over, we didn't even hedge on the pg,

we just went right off the cliff, so that's perfect.

Alright. I love it. Well, thank you sir. Congratulations.

Thank you. On 20. Thank you very much, mark. Cheers.