

BIKE WEEK

JUNE 17-23, 2017



FINAL REPORT



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1. INTRODUCTION

Winnipeg's 4th Annual Bike Week was held June 17th-23rd, 2017 with the 10th Annual Bike to Work Day taking place on Friday, June 23rd.

The event was organized by a steering committee made up of volunteers, both individuals and representatives from the following organizations:

- Bike Winnipeg
- Climate Change Connection
- Green Action Centre
- City of Winnipeg
- Downtown Winnipeg Biz
- Rackworks
- Manitoba Cycling Association
- The Winnipeg Repair Education and Cycling Hub (The WRENCH)
- Reconnaissance Management Consulting Group Inc.
- Manitoba Public Insurance
- Winnipeg Trails Association

1a. EVENT BACKGROUND

The first annual Bike Week was held in June 2014. After 6 years of successful Bike to Work Day events (starting in 2007) the steering committee decided to open up participation from commuters, to everyone that rides a bike. As with Bike to Work Day, Bike Week continues to grow both in participation and the number/quality of events.

The goal of Bike Week from its inception is to get more Winnipeggers engaged in riding their bikes by offering interesting events that encourage and enable them to do so. It is also about promoting and building a better bicycle culture in Winnipeg. It doesn't matter whether people ride for leisure, sport, transportation or just for the love of riding a bike: *Bike Week is for Everyone!*

In order to put together a weeklong schedule of activities, Bike Week reached out to a variety of organizations and communities to solicit interest in hosting bicycle related activities during the weeklong event. We also contacted previous event sponsors and invited them to once again be part of our week long celebration of riding bicycles. Bike Week's steering committee also organizes and hosts several events. Bike Week provides promotion and marketing for all of the week's activities, as well as offering high visibility and a citywide brand to participating organizations.

Participating organizations included:

- Bike Winnipeg
- Green Action Centre
- Downtown Winnipeg Biz

- The Exchange Biz
- Manitoba Public Insurance
- City of Winnipeg
- City of Winnipeg Councillors Jenny Gerbasi and Brian Mayes
- The WRENCH
- UWSA Bike Lab
- Orioles Bike Cage
- South Osborne Bike Hub
- The Bike Dump
- University of Manitoba Office of Sustainability - UMCycle
- Lord Roberts Community Centre
- Riverview Community Centre
- Winnipeg Cycling Club
- Winnipeg Arts Council
- Mountain Equipment Co-op
- Woodcock Cycle
- YMCA of Winnipeg
- Knox United Church
- Manitoba Recumbent Cyclists
- Art City
- Canadian Mental Health Association
- Kids of Mud
- Save Our Seine
- Qualico Communities – Sage Creek

The steering committee was also responsible for hosting the 10th annual Bike to Work Day. Bike to Work Day is where this all began and remains the major event of Bike Week. Bike to Work Day relies heavily on the initiative of community groups and organizations to host the many pit stops scattered throughout the city in the morning. These groups also promote the event within their community and reach out to community merchants for food and beverage sponsorship.

1b. 2017 HIGHLIGHTS

Bike Week consisted of over 50 events/activities over the 7 days including a variety of group rides, a moveable feast, educational seminars, mechanical workshops, cultural tours, community bike shop day and other bicycle related activities such as bike yoga, an outdoor spin class and the 3rd annual blessing of the bikes at Knox United Church.

The growth of the event is also highlighted by the fact that it is becoming difficult to squeeze all of the many activities/events that communities and organizations want to host into one week. In 2017 eight additional events were added to the schedule that in fact took place on June 24th and 25th, after the wrap up celebration picnic on Bike to Work Day.

This year was the 10th anniversary for Bike to Work Day and featured over 75 groups and organizations that hosted morning pit stops where we estimate that close to 3000 people riding to work stopped to enjoy free food, beverages, entertainment, giveaways and bike repairs. When the pit-stops ended at 9:00 am, Bike Week hosted an all-day pit stop until 2:00 p.m. at the University of Winnipeg. The day concluded with our annual Bike Week Celebration Picnic on the front lawn of the University of Winnipeg.



The most significant success of Bike Week is the growth of partnerships with community organizations and businesses that host the many activities during the week. As our reach continues to grow, more groups and organizations want to be involved which feeds an ever growing variety of bike related activities. With this continued growth it appears evident that Bike Week will have to expand its time frame beyond a week to accommodate the many activities and events.

In summary Bike Week 2017 included:

- 58 activities/events
- Approximately 3000 people attending various events
- Over 20 group/theme rides
- 6500 people receiving Bike Week e-newsletters
- 1100 Twitter followers
- 2500 Facebook followers
- Over 75 pit stops sponsors
- 3000 people visiting the over 70 pit-stops on Bike to Work Day
- 80+ Bike Week volunteers (not including the Steering Committee)

- Approximately 200 community volunteers running events and pit stops
- 2 new Bike Repair Stations installed by Councilors Gerbasi and Mayes



2. PLANNING PROCESS

2a. STEERING COMMITTEE

Bike Week 2017 planning began in September 2016. Bike Week sent out an invitation to past steering committee members and participants to join the Bike Week committee. The following individuals comprised the team:

NAME	ROLE	HOURS
Dave Elmore	Project Manager	700
Shawna Culleton	Event Coordinator	350*
Kayla Chafe	Assistant Event Coordinator (May - June, 2017),	200*
Jennie O'Keefe	Interim Co-Event Coordinator (May-June, 2017),	100*
Sarah Pruys	Sponsorship Coordinator	125*
Kristina Blackwood	Volunteer/ Pit Stop Coordinator	150*
Curt Hull	Climate Change Connection	60

Kayla Chafe	Member (Sept 2016 to April 2017)	50
Currie Gillespie	Rackworks, Manitoba Cycling Association	60
Justin Quigley	Green Action Centre	20
Liz Shearer	Green Action Centre – Commuter Challenge	20
Geoff Heath	The WRENCH	20
Kaye Grant	Reconnaissance Management Consulting Group Inc.	20
Anders Swanson	Winnipeg Trail Association	20
Melanie Andrusko	Downtown Winnipeg Biz	40
Stephanie Whitehouse	City of Winnipeg	10
Chris Baker	City of Winnipeg	20
Nathan Wild	The WRENCH	20
Stephanie Nixon	Member	20
Pat Krawec	Manitoba Public Insurance	20

***Denotes paid hours**

Total Volunteer Hours Contributed by the Steering Committee 1100

Estimated volunteer hours from Bike Week volunteers Over 1200

(Pit stops, mechanics, Bike Week events, group rides etc.)

Approximately 300 volunteers

TOTAL ESTIMATED BIKE WEEK VOLUNTEER HOURS Over 2300

The Steering Committee met monthly between September and May. Weekly meetings were held from mid-May throughout June. Steering committee members would report on their responsibilities based on the project charter created by the Project Manager to ensure that planning was on track. Meetings were used for communication, brainstorming and problem solving. Each meeting concluded with identifying deliverables to be achieved before the next meeting.

The planning process was most successful when individuals were assigned specific responsibilities. This way any information could be sent via the Project Manager to one point person, helping to spread out the workload and insure accountability.

Staff positions included a Sponsorship Coordinator, Event Coordinator, Assistant Event Coordinator (May/June) and a Volunteer/Pit-Stop Coordinator.

The Event Coordinator responsibilities were mainly to focus on event planning, provide direction to the Assistant Event Coordinator and to assist the Sponsorship Coordinator where required.

Unfortunately in May, due to personal reason, the Event Coordinator was unable to continue in her position. This resulted in the hiring of an Interim Event Coordinator. Her main task was the coordination and final planning for the Bike Week Celebration Picnic. She also assisted with the Bike Thru Breakfast and some of the Bike to Work Day activities.

As a result Project Manager took on a larger work load on top of what was already a heavy workload including communications, budgeting/accounting, managing the website, editing newsletters, social media and liaising with third party events and organizations. In addition, Bike Week became incorporated during 2017 and this even further increased the workload on the project manager.

In addition, all media inquiries and the marketing plan were to be managed by the Event Coordinator. After her leave, this became the responsibility of the Project Manager. The Assistant and Interim Coordinator also helped with general coordinating such as drafting and sending media advisories and releases, purchasing and delivery of supplies, set up and of running events, and procuring permits and venue/equipment rentals.

The Sponsorship Coordinator managed all relations with sponsors including cold calls, creating sponsorship proposals and overseeing sponsorship deliverables in partnership with the Event Coordinators and Project Manager.

The Volunteer/ Pit Stop Coordinator was responsible for the volunteer recruitment, training and assignment for both various Bike Week activities. Returning volunteers were contacted in May. There were many postings for Pit Stop volunteers in Bike Week e-newsletters and through social media. Most coordination of volunteers took place in May and June. She was also the liaison between the pit stop sponsors and the overall event. She assigned volunteers based on their requests and/or skills. This is a vital role, especially as the event and number of pit stops continues to grow.

2b. PLANNING RECOMMENDATIONS:

- Continue with early planning (beginning in fall).
- A strategic planning session was held during 2017 to plot the direction of Bike Week in the future. A succession plan for the Project Manager position was discussed and further development of this plan needs to continue. Over the last number of years this position has grown exponentially with the growth of the event.
- Look at combining the Event Coordinator and Project Manager roles or hiring a company to provide the overall coordination of Bike Week including some project management functions, sponsorship, volunteers and the event coordination.
- A comprehensive list of committee member's responsibilities/commitments needs to be created in order to spread out the workload and give committee members ownership of specific tasks.

3. EVENTS

3a. BIKE WEEK EVENTS

A total of 58 bike-friendly events/activities comprised the schedule for Bike Week 2017. A handful were organized and run by the Bike Week committee, however third party groups or organizations were responsible for the majority. In this way Bike Week was able to engage a variety of the communities and organizations and at the same time continue to reach a broader audience of bike riders. We also promoted bike related events that already happen weekly in Winnipeg.

A public call for event sponsors went out early in 2017. It included a written document that detailed the partnership between Bike Week Winnipeg and any 3rd party events (i.e. Bike Week is responsible to promote all events on our website, social media and in e-newsletter - event organizer is responsible to provide a written description of their event, schedule, organizational logo a promotional image, and to run their own event including all necessary permits and licensing). The call was publicized on social media, in our newsletter and the Bike Week website but most of the participation was confirmed via word of mouth, many of which primarily began with our Project Manager.

For most events a Steering Committee member attended and documented the event (taking pictures, counting participation) but in some cases (for larger organizations) the event host reported directly to Bike Week.

A full listing of all the events including background information is available at <http://www.bikeweekwinnipeg.com/about/events-schedule/> however some of the feature events as well as a few great new events included:

Friday, June 16th

- **Bike Week Winnipeg Kickoff: "Suit and Heels on Wheels Ride"** from the Forks to City Hall/ followed by a press conference with Mayor Brian Bowman.

Hosted By: Bike Week and City of Winnipeg

Number of participants: ride approx. 20 – press conference: approx. 80



Saturday, June 17th

- **Lord Roberts Community Centre Bike Rodeo:** A family event featuring bike repairs by the South Osborne Bike Hub, family fun games and races, helmet decorating, an Manitoba Public Insurance Bike Rodeo and Winnipeg Police Service teaching kids all about the rules of the road.

Hosted by: Lord Roberts Community Centre

Number of participants: 15 (in the rain)

Sunday, June 19th

- **Blessing of the Bikes:** A short interfaith celebration of riding bikes followed by a blessing of participants' bikes.

Hosted by: Knox United

Number of participants: 10 people with bikes and approximately 100 parishioners



- **3rd Annual Community Bike Shop Day:** A free afternoon of bike repair at the Forks facilitated by mechanics from The W.R.E.N.C.H, South Osborne Bike Hub, Orioles Bike Cage, and the Bike Dump followed by a bike auction of newly refurbished bikes from the various participating community bike shops.

Hosted by: Bike Week and The WRENCH

Number of participants: approximately 200 (in the rain)



Monday, June 19th

- **Bike Thru Breakfast** (4 locations in downtown)
Hosted by: The Downtown Biz, Exchange Biz, West Broadway Biz and Bike Week Winnipeg
Number of participants: Approx. 350



Tuesday, June 20th

- **Ride Outside the Lines – A group ride to celebrate women (cis, trans, & non-binary):** A ride to re-envision the boundaries of cycling, who it's for and who a cyclist is.
Hosted by: Denae Penner and Kos Knows
Number of participants: 25



- **Bicycling tips and a family fun ride in Assiniboine Park:** A family fun ride in Assiniboine Park featuring bike decorating and a chance to meet Nibin, the 2017 Canada Games mascot. A certified CAN-Bike instructor was also on hand to provide tips and answer questions about riding safely.
Hosted by: Bike Week Winnipeg
Number of participants: 25



- **2017 Bicycle Infrastructure Tour:** A tour of some of Winnipeg's cycling infrastructure with information on how it was developed, where gaps remain and a view of what the future might hold.
Hosted by: Bike Winnipeg and Erik Dickson (Active Transportation Planner)
Number of participants: 40



- **City of Winnipeg Public Engagement and Pop-up Protected Bike Lane:** The first time that the City of Winnipeg has held an event during Bike Week. The event was looking at options for the West Alexander to East Exchange Corridor.

Hosted by: The City of Winnipeg

Number of participants: Approx.300



Wednesday, June 21st

- **Pop-up protected bike lane tour:** A bike tour of the pop-up protected bike lanes associated with the City of Winnipeg's public engagement. The ride included information and discussion on the plans for the West Alexander to East Exchange Corridor.

Hosted by: Green Action Centre

Number of participants: 10 (in the rain)



Thursday, June 22nd

- **Bike Repair Station Dedication with Jenny Gerbasi:** One of two bike repair stations dedicated during Bike Week, one by Councilor Jenny Gerbasi and the other by Councilor Brian Mayes. This station was installed at Broadway Neighbourhood Centre and will be very useful to West Broadway residents who have a very high rates of bicycle ridership.
Hosted by: Jenny Gerbasi
Number of participants: 8 including media



- **Sage Creek Bike Week Celebration:** A ride through the Sage Creek neighbourhood trails and a Manitoba Public Insurance Bike Rodeo.
Hosted by: Qualico Development – Sage Creek
Number of participants: approx.. 70



Friday, June 23rd - 10th Annual Bike to Work Day

- **BTWD Group Ride:** A group ride from Assiniboine Park to The Forks stopping at some of the pit-stops along the way.
Hosted by: Bike Week Winnipeg
Number of participants: approximately 20



- **Bike to Work Day Pit-Stops across Winnipeg**
Hosted by: Over 70 Pit-Stop Hosts
Number of participants: approximately 3000 cyclists visiting pit-stops



- **Bike Week Winnipeg Celebration Picnic:** Held on the front Lawn University of Winnipeg featuring Boon Burgers and Bikey McBikeface Grapefruit Lager a special brew just for Bike Week from Half Pints. The entertainment and family fun included:
 - both recorded and live music powered by Bike Week's bike powered concert system
 - Kids of Mud demonstration
 - uni-cyclist/juggler and hoola hoop performance with workshops
 - bike decorating
 - face painting
 - informational displays by bike related groups.
- *Hosted by: Bike Week Winnipeg*
Sponsored by: Half Pints
 Number of participants: 300+



As indicated, squeezing all the events that hosts wanted to hold during Bike Week was difficult and some interesting events took place after Bike Week was “officially” over including:

3b. PIT STOPS

Pit-Stops were located all over the city although the majority were located closer to the central part of the city. There were over 75 pit-stop sponsors, some of whom chose to co-locate. While this reduced the overall number of pit-stops to 67 it also provided pit-stops that were better supported and provided more in terms of services, food, and swag. Many pit-stops also partnered with local businesses to obtain food and prizes which further increased the reach of Bike Week and Bike to Work Day into the community. Overall an estimated 3000 people stopped at the various pit-stops, some at more than one.



As part of the 10 anniversary Bike Week created a competition for the best pit-stop and many pit stop sponsor went the extra mile to make their pit stops creative and stand out to participants and volunteers. The prize was a simple trophy created from bike parts. We also once again had our annual Ride and Go Seek where people that visited more than 8 pit-stops were entered into a draw for one of four one of a kind helmets designed by local artists.

Each pit stop was provided with 2 Bike Week t-shirts, a Bike to Work Day banner, pit stop instructions, bike lube and cycling safety information from Manitoba Public Insurance. Bike Week advertised all pit stops through an interactive map on our website.

3c. Bike Week Celebration Picnic

The Bike Week celebration picnic was held on the front lawn at the University of Winnipeg. While it did rain during the day, for the 10th year straight, the celebration was not rained out. The weather certainly reduced the number of attendees, however the 300 plus people that did attend enjoyed the entertainment, free food and fun.

The activities/programming that took place included:

- 300 vegan burgers were made and delivered by Boon Burger. Volunteers distributed the food.
- Bike Valet Winnipeg was on site to provide free secure bike parking.

- Half Pints Brewing Company has been a sponsor of Bike Week and Bike to Work Day for all of all of our 10 years of existence. They provided their unique grapefruit lager called “Bikey McBikeface” for the event. A beer garden area was set up to meet the requirements of a liquor licensing and all the proceeds from the sale of beer went directly to Bike Week Winnipeg.



- DJ Shutterbug was hired to provide music and we also featured some live music by were joined by Dangertree, a two person band that was doing a cross Canada music tour by bicycle and just happened to be in Winnipeg for our celebration. All the music was powered by Bike Week Winnipeg's bike powered concert system.



- Entertainment for the younger attendees included a Kids of Mud demonstration and a unicyclist/juggler.



- A hoola hoop performer provide not only an entertaining performance, but also a workshop that many people took part in.



- Prize draw were as always a popular part of the celebration and people stayed for their chance to win one of many great prize packages.



- The prize draws also included a fully refurbished bike donated by The Winnipeg Repair Education and Cycling Hub. (WRENCH)



- Organizations that attended and provided a informational display included:
 - City of Winnipeg
 - Green Action Centre
 - Bike Winnipeg
 - The W.R.E.N.C.H.
 - Winnipeg Trails
 - Cycling Without Age (unable to attend due to weather)



3d. EVENT RECOMMENDATIONS

Community Bike Shop Day

- The weather definitely had an impact on numbers of people that attended in 2017. While there is little that can be done to change that, we should look at adding more activities and/or entertainment to draw in more people that generally stay inside the market.

Bike Thru Breakfast

- The Bike Thru Breakfast was a transition from what had been for several years a sit down breakfast. Although the sit down breakfast was successful it was felt that more people would be inclined to stop and find out about Bike Week if it did not require them to stop for a significant amount of time.
- The change to a Bike Thru Breakfast had the desired effect in 2016 and increased our reach; however an option to look at a breakfast at the Forks during Community Bike Shop Day might be more effective at reaching a wider

audience. This option was not explored in 2017, however may be looked at in the future. The Bike Thru Breakfast and it's locations being primarily downtown on a Monday morning tends to reach mostly commuters and this is an audience that Bike Week feels we have established with Bike to Work Day. By combining the 2 events, more families would be made aware of Bike Week furthering the goal of becoming more family friendly.

- This does not preclude however doing a Monday kick-off event in the downtown to keep our commuter audience engaged.

BTWD PICNIC

- Further promotion of the celebration party as a sustainable “family friendly event.”
- Bike Week may have to look at the purchase of tent canopies for some areas as the borrowing of tents from other organizations (Downtown Biz, U of W) does provide some limitations.
- Set-up of the picnic celebration should begin earlier and in particular set-up and sound checking the bike powered concert system to ensure that the system is ready for the start of the celebration.
- Continue to focus on family friendly these and activities.
- Prize packages need to be prepared in advance and should be done considering keeping the relative value of the prizes in each approximately even.

4. SPONSORSHIP

4a. FINANCIAL SPONSORSHIP

The Sponsorship Coordinator was responsible for soliciting additional funds beyond the initial funding provided by the City of Winnipeg.

Past sponsors were approached for first right of refusal. Other companies and organizations who had supported likeminded events or had similar values and goals were also contacted via cold calls and emails. If a sponsor was interested, a phone conversation with the Sponsorship Coordinator was scheduled; or an email with more detailed information was sent. The Sponsorship Coordinator found that many potential sponsors were very busy and asked over the phone that the information is emailed to them instead. Previous sponsors preferred to discuss Bike Week sponsorship opportunities and improvements on the phone.

Sponsorship packages were tailored to each individual sponsor based on their input in order to cater to their specific needs and areas of interest. These goals and level of sponsorship indicated were reflected in the proposals. Often, companies wanted to see various “levels” so the packages were quite complex. In particular,

these proposals contained an overview of Bike Week and Bike Week statistics, suggestions for activation, showing sponsors how supporting Bike Week was in line with their values and detailed accounts of how Bike Week would recognize the sponsor's contribution.

After further consultation the package was often revised (sometimes several times) before the agreement was finalized. Because of this, it is important to begin sending out sponsorship proposals in the fall. If required, a formal contract was created (by the company if desired) and an invoice issued as required. Bike Week has had some success with offering elements of Bike Week for naming rights, such as the all-day pit stop or Community Bike Shop Day and this approach should be continued.

In 2017 we once again produced a \$1000 Pedal Package sponsorship offer which was sent out to the committee to pass along to their contact. This general sponsorship proposal offered sponsors a promotional table at the Bike Week celebration, VIP participation in events (including t-shirts, free food and beverages, etc.) and recognition in the e-newsletter. For the second year, no sponsors were found via this method, and so potentially it may be discontinued.

Sponsors were recognized in various ways depending on what their objectives and level of sponsorship. Some hosted pit stops where they were able to distribute promotional material and swag to public while showing their support for active transportation. Others used Bike Week as a resource for hosting their own bike related events. Logo recognition was included for all sponsors on our website and e-newsletters. Major sponsors were given promotional space in the e-newsletter and some were invited to distribute their promotional items to the other pit-stops. Linking to sponsors and pit-stop hosts happened through Facebook, Twitter, and Instagram, as well as the website. It is recommended that Bike Week develop sponsorship levels based on bicycle frame materials (i.e. Titanium, Carbon, Steel and Aluminum) and use these for the basis of sponsorship levels.

Food and prize sponsors were also recognized on the website and in newsletters. The levels of sponsorship varied and it is recommended that along with the financial sponsorship that levels be established to ensure that sponsors are satisfied that lesser value sponsorship is not being given the same benefits.

Finally, all sponsors were invited to attend the celebration picnic and all will receive the final report for Bike Week 2017. All financial sponsors were thanked through email shortly after Bike Week. Some sponsors provided feedback on the event and overall there was a clear level of satisfaction with Bike Week and their participation.

Sponsor	Amount
City of Winnipeg	\$30,000
Manitoba Public Insurance (MPI)	\$5,000
Qualico	\$2,500
Streetside Developments	\$2,500
Dillon Consulting	\$1,250
Assiniboine Credit Union	\$1,000
Stantec Consulting	\$1,000
LaFarge	\$ 500
Half Pints	\$ 500
Total	\$44,250

4b. IN-KIND SPONSORSHIP

Over \$ 60,000.00 of in-kind sponsorship monies were donated this year. This came in a number of forms:

- Volunteer hours
- Advertising (Bell Media)
- Prizes & donated material (local bike shops including Olympia Cycle (Portage), Olympia (ST Marys), Bikes and Beyond, and Woodcock Cycleworks and Mountain Equipment Co-op.
- Food and beverage (Boon Burger, Stella's, Oh Doughnuts, GORP, Tall Grass Prairie, y and Half Pints)
- Donated services (photography and web design)

In-Kind Contributor	Amount
2300 Volunteer Hours (2300@\$20.00/hour)	\$46,000
Half Pints	\$1,500
Manitoba Public Insurance	\$2,500
University of Winnipeg	\$500

Canadian Automobile Association (CAA)	\$1,000
MEC	\$700
Bike Shops (Olympia Portage and St May's Road, Bikes and Beyond, Sprint, Woodcock, White Pine, Natural Cycle)	\$1,500
Boon Burger	\$ 500
Stella's	\$500
Tall Grass Bakery	\$200
YMCA	\$500
GORP	\$500
Oh Doughnuts	\$100
Website development and support	\$500
Photographers/Videographers	\$1,000
Instant Imprints	\$ 500
Diamond Gallery	\$ 500
City TV	\$1,500
Bell Media	\$1,500
201 Portage (Media panel advertising)	\$ 500
Total	\$62,000

4c. PRIZES

Prizes were collected from various bike shops or were donated by other sponsors. Committee members who had a relationship to a retail bike shop connected with the shops on their own time. This was the most effective way of securing prizes. These prizes were primarily given out at the celebration picnic.

The Event Coordinator connected with the arts community in Winnipeg and was able to work with local artists to once again design four one-of-a-kind nutcase-style helmets as prizes. Unique gifts like this are a great addition to prize packages. These helmets were given out as part of the "Ride and Go Seek" promotion on Bike to Work Day.



In addition, 2 beautifully refurbished bikes were given away based on both a social media contest (Facebook) and a prize draw at the celebration picnic. These bikes were donated by The WRENCH and refurbished by our project manager.



4d. SPONSORSHIP RECOMMENDATIONS

Overall, different sponsors had different objectives in supporting the event. It was extremely important that sponsors and their needs be well managed and that their contributions and the event overall was well documented. A checklist of each sponsors requirements was developed and assisted in ensuring that the committee, mainly the Event Coordinator and Project Manager, ensured sponsors

requirements were met. It is important that this document be kept up to date and a final document completed to help with sponsorship coordination next year.

It was also important that we remain flexible, and understand that different companies are able to participate in different ways. In the end, it's important to ensure that everyone who wants to be involved has a chance to do so in whatever way they deem possible.

Some other recommendations include:

- Proposals should continue to go out in late fall to early winter (before January). In this way Bike Week can confirm sponsorships earlier and commit to expenses such as advertising etc.
- Follow up with potential sponsors, in particular face to face or by phone, is essential in keeping our request for sponsorship on each company's radar. In some cases companies requested that formal proposals be sent in January however initial contact still needs to be made in the fall.
- Food sponsors generally preferred to be contacted closer to the event. Initial contact in the late winter or early spring is still recommended.
- Prize sponsors, in particular commercial bike shops, need to be contacted during the winter as spring is a very busy time for them. In addition, to ensure that each prize sponsor is getting value for their contribution, Bike Week should either ensure that a minimum retail value for the prize(s) is met or set up different levels of sponsorship. (i.e. gold, silver, bronze)
- Much of the Sponsorship Coordinator's time in the late summer and early fall went to researching grant applications, but there were not very many that Bike Week met the requirements for. Bike Week should consider applying for charitable status as it would open up more opportunities.
- Host regular meetings with the Project Manager, Sponsorship Coordinator, Pit Stop Coordinator and Event Coordinator to make sure that communications about sponsor's needs, agreements and leveraging is clearly communicated and executed.
- Create a more detailed timeline than what exists in the project charter to help keep all the duties of the Coordinators and committee members on track.
- To further personalize our thank you response to our sponsors (i.e. we could send out cards, perhaps with a similar design to our t-shirts).

5. BUDGET

The budget was maintained and approved by the Project Manager.

EXPENSE	ACTUAL
Admin	
Project management honorarium	\$3,000.00
Sponsorship Coordination	\$4,000.00
Event Coordination	\$10,000.00
Pit-Stop/Volunteer Coordination	\$4,000.00
Strategic Planning session	\$1,500.00
Incorporation/Insurance	
Legal assistance/Filing Fee	\$1,300.00
Insurance coverage	\$1,000.00
Events/ctivities	
Media launch event (refreshments)	\$200.00
Community Bike Shop Day	\$1,000.00
Bike Thru Breakfast	\$1,000.00
Pit-Stop supplies and support	\$800.00
Celebration picnic	\$6,000.00
Promotion	
T-shirts - volunteers/pit-stops	\$2,600.00
Ongoing replacement of banners etc	\$800.00
Posters/handbills/misc materials	\$1,500.00
Honoraria	
Photographer	\$400.00
Website development	\$150.00
Graphic Design	\$200.00
Video production/updates	\$200.00
Miscellaneous (yoga instructor etc)	\$200.00
Advertising/Marketing/Social Media/Website	
Website hosting and domain	\$700.00
Email marketing (newsletters etc.)	\$600.00
Social Media support/promotion	\$500.00
Advertising	\$1,500.00
Miscellaneous Costs	

Donations to support partner organizations (WRENCH, Bike Winnipeg)	\$200.00
Replacement tools for repair station	\$50.00
Mileage/parking for vehicle use by staff	\$100.00
Miscellaneous materials purchased	\$50.00
Miscellaneous banking costs	\$50.00
Office supplies	\$50.00

Total Costs	\$43,650.00
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6. MEDIA and PROMOTIONS

The Event Coordinator acted as contact for all media until her leave when the Project Manager assumed this responsibility. The Assistant Coordinator assisted with marketing by editing the website and posting in the e-newsletter.

All members of the committee provided assistance in marketing by distributing promotional materials to their networks including emails, social media, and word of mouth.

6a. MEDIA CONFERENCE

Bike Week held its annual media launch at City Hall on Friday, June 16th at 10:30 a.m. Prior to the press conference an open invitation was called to join the "Suits and Heels on Wheels Ride" led by Lloyd the Intern from our media sponsor 103.1 Virgin Radio. It was attended by approximately 20 riders and was an excellent photo opportunity. In all approximately 80 people attended the media launch.

At the launch, emceed by Lloyd the Intern, Mayor Brian Bowman, Dave Elmore (Bike Week Project Manager), Stefano Grande (CEO - Downtown Winnipeg Biz) and Dennis Cunningham (Manager of Environmental Sustainability - Assiniboine Credit Union) spoke.

Because the City of Winnipeg is a strong supporter of the event, the Media Relations Department assisted in developing the release and sending it out to all local media. Winnipeg Free Press, Winnipeg Sun, CTV, City TV, Global and CBC were all on site for the launch.

6b. WEBSITE *bikeweekwinnipeg.com*

The Project Manager took on the responsibility of updating content and maintaining the site including updating the event listing and sponsorship pages.

Website design assistance was provided by Stephanie Nixon, a freelance web designer.

The website included information on events, pit stop locations, sponsors and basic information about cycling in Winnipeg.

Traffic was busy through the site especially with the launch of the pit-stop map and during the Bike Week. There were over 20,000 page views between April 1 and June 23 (Bike to Work Day).

6c. E-NEWSLETTER

Constant Contact was used as the online email service. E-newsletters were sent once a month to all past and current registrants beginning in March. During the final month before Bike Week e-newsletters were sent weekly. During Bike Week an email was sent every second day to promote the daily events. This was managed the Assistant Event Coordinator.

Each newsletter highlighted a different part of the programming including event details, t-shirt sales and prizeing. As well, the side bar was used to promote individual sponsors and link to a website of the sponsor's choosing.

This continues to be one of the most effective promotional activities.

6d. FACEBOOK - [facebook.com/bikeweekwinnipeg](https://www.facebook.com/bikeweekwinnipeg)

With over 2500 likes on Facebook, this page became a hub of information sharing and connecting with pit stop organizations and sponsors.

The Assistant Event Coordinator Kayla Chafe managed the Facebook account. Bike Week paid a fee to boost posts which drew more likes to the page. This method of promotion was very effective and should be used again in the future.

Fun images were posted with information about Bike Week as well as cycling information and articles.

6e. Twitter – twitter.com/BikeWeekWPG

Maintained by our Project Manager, this was an incredibly valuable tool and will continue to be at the forefront of our marketing efforts in future years.

Followers of Bike Week on Twitter grew to over 1000 this year and continued to grow steadily even after the event. The key to success has been regular engagement and keeping followers current on Bike Week

activities. It was noted that again this year our tweets were being retweeted and/or shared by Bike Week followers on a regular basis.

6f. PRINT & DIGITAL MEDIA

Bike Week printed a total of 500 posters and 1000 handbills. Half the posters were posted approximately 3 weeks before Bike Week and then again 1 week before the event. 20 chloroplast signboards were also printed and put up around the downtown area by the Downtown Winnipeg Biz.

Two professional photographers captured many of the Bike Week activities. In addition Bike Week committee members attended events and took photos for our records and future promotion.

Bike Week produced a unique video in 2016 and this video was again featured in the early part of June to help in promoting the upcoming week of events. (<https://vimeo.com/171643442>) In addition we updated our short promotional video created in 2015 and this was again displayed regularly for several weeks leading up to and during Bike Week on the media panel in front of 201 Portage Avenue.

6g. TELEVISION & RADIO

Bike Week received good media coverage in 2017 including the following:

- June 16th – Metro Winnipeg, Article by Braeden Jones on Bike Week
- June 16th – Interview with CBC.
- June 16th – News features on CBC, CTV, Global and City TV
- June 20th – Global morning show – 4 segments with Timm Bruch
- June 22nd – CJOB interview with Shadoe Davis
- June 22nd – Global – Interview on the importance of signaling etc.
- June 23rd – City TV morning show – 4 on air segments

All interviews were done with our Project Manager Dave Elmore.

6h. MEDIA RECOMMENDATIONS

- Continue to be active on Facebook and Twitter and expand our network.
- In 2017 Bike Week had 2 different Facebook promotions, one for a prize draw of one of our bikes donated by the WRENCH and the other to select the best overall Pit-stop. Both were successful and their use should be expanded in 2018.
- Bike Week had some promotion this year on Instagram and this platform should be explored and used more in the future.
- Continue to pursue free media coverage and articles about Bike Week prior to its beginning.

7. DESIGN

7a. LOGO



Our logo has remained the same for several years and as it is well recognized, there is no plan to change it.

7b. POSTERS

There were two different poster designs in 2017. One poster was produced early in the spring and distributed to community centers and other locations as a “save the date” promotion. Most of these were distributed by committee members to locations in their area of the city. The second poster was similar in design to previous years and was distributed thorough the central part of the city. Both posters were produced by James Culleton.

7c. T-SHIRTS

Bike Week continued to use our standard t-shirt design with our logo for all of our volunteer t-shirts, however again this year we chose to change the color of the shirts. The volunteer shirts printed were a bright sapphire blue and were once again a successful color choice. We also updated the Kal Barteski designs that were produced in 2015. This allowed people the opportunity to choose their own design, if they purchased a t-shirt from our online shop.

[\(http://bikeweekwpg.deco-apparel.com/\)](http://bikeweekwpg.deco-apparel.com/)

Bike Week also sold some of the standard t-shirts as part of a reverse tie-dye workshop offered during Community Bike Shop day. Participants were encouraged to customize their shirts at an activity table using bleach and bicycle gears. This as well continues to be a popular activity and the t-shirts created appear to capture the attention of others.

T-shirts were available for purchase online only through a local print shop, Instant Imprints – Polo Park. The company’s offering was unique in that they assisted Bike Week in creating a personalized website (bikeweekwpg.deco-

apparel.com) and took care of all distribution. They also offered people even more options for different colors, shirts and apparel.

Bike Week Winnipeg

It's for everyone!

June 17-23, 2017



Products



After ordering on-line, products were available to pick-up at the store. Shirts could also be printed “instantly” in the shop if an order came in incorrect. There was no minimum purchase and Bike Week was not responsible for handling any of the money. This method was extremely efficient, and easy to use. Apparel sales could begin at any time and the offerings were limitless.

7d. BANNERS

Additional pit-stop banners were printed this year to replace old banners and to add additional banners for the ever increasing number of pit-stops.

7e. HANDBILLS

Handbills were created and given to Steering Committee and Bike Valet to staple on bike handlebars for two weeks leading up to the event. Jazz Festival, and the Bombers games were two key times to get handlebar advertisements out.



7f. DESIGN RECOMMENDATIONS

It is a good idea to secure a designer early in the planning (fall) to do all of the design.

The “save the date” poster was a good idea but needs to see more extensive distribution, especially through local community centers. Contacting the community centers earlier might improve opportunities to post our event at a time when they are busy with hockey tournaments etc. This would also serve to help us reach outside of the central part of the city. Keeping with this idea, placing posters in suburban locations might as well help to make people aware of Bike Week.

8. SUPPORTING DOCUMENTS

8a. PROJECT CHARTER

Summary

This document ensures that all stakeholders understand what to expect from the project, why it is being undertaken, and how it will be managed.

- **Problem / Need**

Bike Week now heading into its fourth year needs to continue to reach out to a growing number of Winnipeggers that ride bikes for a wide variety of reasons. In particular we need to reach out to more suburban Winnipeggers and families. Whether it be for transportation, recreation, fitness, competition, or just for the sheer fun of riding, the intent of Bike Week is to be inclusive and provide programming that can attract “everyone that rides a bike.” The ultimate goal however is to help improve and grow a bicycling culture in Winnipeg.

- **Objective**

To develop a program of bicycle related activities that encourage Winnipeggers to get on their bikes and be a part of a week long celebration of people riding bikes.

From June 17 to 23, 2017 Bike Week Winnipeg will celebrate people riding bikes and continue to grow a culture of acceptance of bikes as a normal part of everyday life.

- **Strategy**

Focus on all Winnipeggers that ride bikes, for whatever reason or purpose. Create an event that includes a wide variety of activities and is inclusive to all. The basic strategy includes but is not limited to:

- Engage a group of committed volunteers to form a Steering Committee to assist in the planning and implementation of Bike Week.
- Hire a Sponsorship Coordinator to approach potential sponsors and create formal proposals to meet their needs.
- Hire an Event Coordinator to coordinate and manage the details of the events.
- Hire a Volunteer/Pit-Stop Coordinator to manage the many volunteers needed for the various events and coordinate the Pit-Stops for Bike to Work Day.
- Provide a base program of events and activities during Bike Week including the 10th annual Bike to Work Day.
- Reach out to a variety of communities and organizations to host bicycle related events during Bike Week to help expand the program and provide a wide variety of activities that can engage different groups and types of cyclists. Expand the programming to reach out to families and children.
- Partner with community groups, bicycle groups, and corporate organizations to help support and promote Bike Week.
- Continue to expand Bike Week Winnipeg's contact list of Winnipeggers that receive our e-newsletters and keep them informed and engaged.
- Grow our connection to Winnipeggers through social media.
- Maintain an informative and engaging website.
- Plan and provide an advertising campaign based on available resources.
- Engage community organizations and groups to host Pit Stops on the morning of Bike to Work Day.
- Hold a celebration event at the end of Bike Week (June 23)

- **Quality measures**

Deliverable	Measure
Engage people who ride bikes and/or support bicycle culture	<ul style="list-style-type: none"> • Numbers signed up for e-newsletters and/or attendance at events • Analytics to measure engagement through our website
Make Winnipeggers aware of the events	<ul style="list-style-type: none"> • Earned media events • Social media • Timely and regular e-newsletters • Advertising based on financial resources
People feel good about event	<ul style="list-style-type: none"> • Feedback from planning committee • Feedback from individual events
People commuting on Bike to Work Day	<ul style="list-style-type: none"> • Numbers of people stopping at the morning pit-stops. (in 2016 there were 72 pit-stops)

- **Deliverables**

✓	Deliverable	Due	Lead
✓	Obtain City of Winnipeg for base funding	Oct. 2016	Dave
✓	Form Media/Marketing Committee	Oct. 2016	Shawna/Dave
✓	Develop contract and hire Sponsorship Coordinator	Oct. 2016	Dave
✓	Develop contract and hire Event Coordinator (Shawna Culleton)	Oct. 2016	Dave
✓	Project Charter and budget	Oct. 2016	Dave
✓	Facebook and Twitter accounts active for promotion through social media	Jan. 2017	Kayla/Dave
✓	Develop list of possible events for Bike Week 2017	Jan. 2017	Committee
✓	Website development and update (on-going)	Jan. 2017 – June 2017	Stephanie N./Dave
✓	Develop contract and hire Pit Stop/Volunteer Coordinator	Jan. 2017	Dave
✓	Assign leaders for tasks and specific Bike Week events (form sub-committees as required)	Jan. 2017	Dave/Shawna
✓	Key sponsors approached and initial proposals delivered	Feb. 2017	Sponsorship Coordinator
✓	Development of marketing strategy	Feb. 2017	Marketing committee
✓	First e-newsletter sent out to previous participants e-newsletters from Jan. to June	Feb. 2017	Shawna
✓	Prize sponsors solicited	April 2017	Currie/Dave/Kayla
✓	Main sponsorship confirmed	March 2017	Sponsorship Coordinator
✓	Media plan developed	April 2017	Marketing Sub-Committee
✓	E-newsletters sent to contact list on scheduled basis (on-going)	April 2017 – June 2017	Shawna
✓	Contact pit-stop sponsors (previous and new) and coordinate with Pit Stop Coordinator	April 2017	Kristina

✓	Deliverable	Due	Lead
✓	T-shirt supplier and details confirmed	April 2017	Shawna
✓	Do call out for new volunteers (e-news, social media, website)	April 2017	Kristina
✓	Advertising details developed and confirmed	April 2017	Marketing committee
✓	Graphic design complete (T-shirt, poster, banners, ads etc)	April 2017	Dave/Shawna
✓	Advertising budget for Bike Week confirmed	May 2017	Dave
✓	Additional banners ordered	May 2017	Dave
✓	Contact VIP's/government and arrange participation	May 2017	Currie/Curt/Dave
✓	Sale of T-shirts advertised/distributed to various lists	May 2017	Shawna/Kayla
✓	Confirm pit-stops	May 2017	Kristina
✓	PSA/Event listings researched and confirmed	May 2017	Shawna
✓	Promo video complete and on-line	May 2017	Dave
✓	Confirm Emcee for BBQ and speakers for media launch etc.	May 2017	Dave/Kayla
✓	Book photographer for BW events	May 2017	Dave
✓	Posters printed and distributed	May 2017	Dave/Kayla
✓	Media release and copy to City of Winnipeg	May 2017	Jennie/Dave
✓	Secure permits for BTWD BBQ (special events/liquor, etc)	May 2017	Jennie
✓	Map of Pit Stops on-line/create pit-stop poster	May 2017	Stephanie N/ Kristina
✓	Book Bike Valet and food/beverages for BBQ	May 2017	Jennie/Kayla
✓	Volunteer T-shirt delivery and distribution	May 2017 – June 2017	Kristina/Kayla/J ennie/Dave
✓	Sale and distribution of participants T shirts	May 2017 – June 2017	Instant-Imprints
✓	Event Schedule on-line (updating as info provided)	May 2017 – June 2017	Dave
✓	Confirm media support	May 2017	Dave
✓	Confirm entertainment for Bike to Work Day BBQ	May 2017	Jennie/Kayla
✓	UMFM and CKUW commercials completed (if interested)	May 2017	Jennie
✓	Poster/handbill/print advertising distribution	May 2017	Kayla
✓	Media Event/Launch	June 2017	Dave/Jennie
✓	Pit Stop Communication/Logistics confirmed	June 2017	Kristina
✓	Volunteers confirmed	June 2017	Kristina
✓	Celebration Barbeque details confirmed (booking of band, security, Emcee, etc)	June 2017	Shawna/Kayla
✓	Coordinate Bike Powered concert system needs/location/support including rental of needed equipment	June 2017	Dave
✓	Pit Stop Materials distributed (at meeting)	June 2017	Kristina
✓	Sponsorship Materials delivered	June 2017	Dave
✓	Event materials delivered/in place	June 2017	Dave/ Kristina
✓	Assignments communicated to confirmed volunteers	June 2017	Kristina
✓	Documentation including day of social media	June 2017	Shawna/Kayla/D ave/Sarah

✓	Deliverable	Due	Lead
✓	Statistics gathered (pit-stop counts, bike counts, etc)	July 2017	Shawna/Kristina /Kayla/Dave
✓	Collect and store materials/banners	June 2017	Shawna/Kayla Kristina /Dave
✓	Final Report Draft	Sept. 2017	Dave
✓	Sponsorship thank you and final report delivered	Sept. 2017	Dave
✓	Collect all photos and documents for storage	Sept. 2017	Dave

- **Project Team**

Role	Name	Responsibilities (Ensure that ...)
Project Manager	Dave Elmore	<ul style="list-style-type: none"> ▪ Ensure that transparent financial accounting is maintained ▪ Communicate project progress to project team ▪ Ensure consistent messaging and approach for all deliverables ▪ Ensure all deliverables are met to timetable and constraints ▪ Media contact
Sponsorship Coordinator	Sarah Pruys	<ul style="list-style-type: none"> ▪ Sponsors approached and provided with proposals ▪ Sponsorship support agreements negotiated/confirmed ▪ Sponsorship contracts signed with Project Manager ▪ Sponsorship contact list is established and documented
Volunteers/Pit Stop Coordinator	Kristina Blackwood	<ul style="list-style-type: none"> ▪ Past volunteers contacted and new volunteers enlisted ▪ Ensure sufficient volunteers for various event activities ▪ Volunteer appreciation (to be determined) ▪ Community groups and organizations are enlisted to provide a hospitable site for morning cycle commuters to visit on Bike to Work Day ▪ Coordinate bike mechanics for Pit Stops ▪ Pit Stop supplies are distributed ▪ Pit Stop banners are recovered and stored

Role	Name	Responsibilities (Ensure that ...)
Event Planner/ Coordinator	Shawn Culleton Kayla Chame Jennie O'Keefe	<ul style="list-style-type: none"> ▪ Consultation assistance to Project Manager as required ▪ Administrative tasks ▪ Identify issues and inform Project Manager/Project Team ▪ T-shirts, posters, and banners are designed and printed ▪ Photographers and videographers are assigned for events ▪ Work closely with Volunteers/Pit Stop Coordinator ▪ Public website including registration database is developed/maintained ▪ Ensure personal data is secure, ▪ Subscribers are clearly informed of how information will be used ▪ An post event barbecue with bike valet service is organized ▪ Entertainment for post event is provided ▪ Co-media contact with Project Manager ▪ Arrange "Voices" for Bike Week radio and TV interviews as required ▪ Final report of the project is written
Marketing/ Advertising	Dave/Shawna/Kayla/Justin	<ul style="list-style-type: none"> ▪ Work with event coordinator to develop a marketing plan ▪ Put together and liaise with marketing sub-committee ▪ Manage the message ▪ Review media releases ▪ Help with media event at City Hall prior to the event ▪ Help to design and facilitate 2014 branding (photos and posters)
Media	Dave/Shawna	<ul style="list-style-type: none"> ▪ Coordinate media events/interviews ▪ Enlist media team/participants.
Social Media	Kayla/Dave/ Sarah	<ul style="list-style-type: none"> ▪ Develop/manage social media ▪ Coordinate with communications/media lead ▪ Put together and manage sub-committee/volunteers to update
Group Ride Coordinator	Curt/Currie/Dave	<ul style="list-style-type: none"> ▪ Organize leaders for group rides
T-shirt sales	Dave	<ul style="list-style-type: none"> ▪ T-shirts sales and inventory managed
Prizes / swag	Currie/Dave/ Kayla	<ul style="list-style-type: none"> ▪ Liaison with bike shops ▪ Solicit, collect, and distribute swag
Communication / Media	Dave/Shawna	<ul style="list-style-type: none"> ▪ Developing media opportunities ▪ Monitor social media including website ▪ Message is managed (i.e. What's read / heard / seen)
Mechanic Volunteers	Kristina	<ul style="list-style-type: none"> ▪ Volunteer mechanics are assigned to each pit stops to provide minor repairs to morning commuters ▪ Volunteer or sponsor mechanics are on hand at the barbecue

Role	Name	Responsibilities (Ensure that ...)
City of Winnipeg liaison	Stephanie Whitehouse	<ul style="list-style-type: none"> Public officials are informed (e.g. Politicians, police, public works)
Website management/updates	Stephanie N/Dave	<ul style="list-style-type: none"> Update website information Work with Marketing/Advertising committee on messaging

• Communication

Stakeholder	Communication strategy	Who
Project Team	<ul style="list-style-type: none"> Monthly/Bi-weekly meetings 	<ul style="list-style-type: none"> Dave
Enrolled e-newsletter subscribers	<ul style="list-style-type: none"> E-newsletters monthly or as needed 	<ul style="list-style-type: none"> Shawna/Kayla
Employers	<ul style="list-style-type: none"> By way of Commuter Challenge 	<ul style="list-style-type: none"> Dave/Justin
Public	<ul style="list-style-type: none"> Advertising: posters, electronic media, media events 	<ul style="list-style-type: none"> Dave/Shawna

• Constraints

- Bike Week will be from Saturday June 17 to Friday June 23, 2017
- Visible, public recognition must be given to project sponsor (City of Winnipeg, MPI, etc), and key project partners (Bike Winnipeg, Climate Change Connection, Green Action Centre, Manitoba Cycling Association, The WRENCH etc)
- Avoid sponsor (financial and media) resource conflicts with Commuter Challenge.

• Assumptions & Risks

- \$30,000 base funding provided by the City of Winnipeg
- There will be no legal or financial liabilities for the Project Team members associated with this project

8b. MEDIA RELEASES

9c.1 - Bike Week General

This news release is distributed on behalf of the City of Winnipeg and Bike Week Winnipeg.

For Immediate Release
Monday, June 12th, 2017

BIKE WEEK WINNIPEG RETURNS FOR ANOTHER YEAR OF CITY WIDE FESTIVITIES

WINNIPEG, June 17, 2016 – June 23, 2017 — For the fourth year in a row, bicycle riders in Winnipeg can enjoy new and returning events happening around the city for Bike Week Winnipeg. Bike Week Winnipeg presents seven days of bike programming, including citywide pit stops to service a predicted 4000 riders participating in the 10th annual Bike to Work Day on Friday, June 23rd.

“We want to build on last year’s success and make this year’s Bike Week Winnipeg as inclusive as possible, so we’re working to host events that will engage with riders of all ages and skill levels,” says Dave Elmore, Bike Week Winnipeg Project Manager, “Bike week is for everyone.”

New events this year include Ride Outside the Lines - a group ride that celebrate women, a pop-up bike lane tour and a family bike Jam in Riverview. Returning favourites include the 3rd annual Blessing of the Bikes, yoga in the park, the moveable feast and the Assiniboine Park family ride.

Stay alert on your Monday, June 19th bike commute – there will be four pop-up bike thru breakfast stations to start the week. Stations will be set up to greet riders, hand out refreshments and do bike tune-ups from 6:30-9:00am at the University of Winnipeg, McFayden Park, the Misericordia Health Centre, and Old Market Square.

All week long, there will be group rides, theme rides and lots of opportunities to get some help with tuning up your bike at community bike shops. To cap off the week, DJ Shutter Bug will be spinning tunes while Half Pints serve up the Bike Week exclusive *Bikey McBikeface* lager at the Celebration Picnic on Friday, June 23rd, 4:00-7:00 p.m. on the front lawn at the U of W.

All Bike Week Winnipeg events are open to the public, and free unless otherwise indicated on the [Bike Week Winnipeg website](#).

“Whether you’re looking to be more active, want to ride to work or school, enjoy time with friends and family or just get out and have some fun and fresh air, bicycling is a great

option” says Elmore.

-30-

Bike Week Winnipeg is an annual weeklong celebration of people riding their bicycles in Winnipeg, culminating in Bike to Work Day. Bike Week Winnipeg believes in encouraging people to ride their bicycle and creating a fun and engaging experience for all riders. For more information, visit bikeweekwinnipeg.com

For more information:

Bike Week Winnipeg Contact

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Bike Week Winnipeg
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(204) 981-5599

City of Winnipeg Contact

Lisa Fraser
204-986-6000
City-Media Inquiry@winnipeg.ca

9c.2- Bike Week Launch

This news release is distributed on behalf of the City of Winnipeg and Bike Week Winnipeg.

For Immediate Release
Wednesday, June 14, 2017

**BIKE WEEK WINNIPEG SUIT & HEELS ON WHEELS RIDE
AND KICKOFF MEDIA EVENT**

Media Launch:

Friday, June 16th, 2017
10:30 am

Location: City Hall Courtyard, 510 Main Street

WINNIPEG, MB June 16, 2017 — Bike Week Winnipeg is pleased to announce the Media Kickoff for the fourth annual Bike Week on Friday, June 16 at 10:30 a.m. at the City Hall Courtyard, 510 Main Street.

Speakers include Mayor Brian Bowman (City of Winnipeg), Dave Elmore (Bike Week Winnipeg Project Manager), Stefano Grande (CEO Downtown Winnipeg Biz) and Dennis

Cunningham (Manager of Environmental Sustainability at Assiniboine Credit Union). The event will be Emceed by 103.1 Virgin Radio's Lloyd the Intern

Prior to the launch, all are invited to join our Suit and Heels On Wheels Ride from The Forks to City Hall led by 103.1 Virgin Radio Lloyd the Intern. Riders are asked to dress in their best and meet under the canopy at The Forks between 9:30 and 9:45 a.m. The ride will depart for City Hall at 10:00 a.m.

The riders will depart the The Forks at the south entrance using the raised bike lane, cross Main Street to Assiniboine Avenue and then head north on Fort and King streets to City Hall.

King Street is recommended as the prime location for a photo op of the Suit Riders as they arrive at the event around 10:15 a.m. Speeches will begin at 10:30 a.m. and refreshments will be served.

Bike Week Winnipeg is an annual weeklong celebration of people riding their bicycles in Winnipeg, culminating in Bike to Work Day. Bike Week 2017 runs from June 17 – June 23. Bike Week Winnipeg believes in encouraging people to ride their bicycle and creating a fun and engaging experience for all riders. For more information, visit bikeweekwinnipeg.com

For more information:

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