

BIKE WEEK

JUNE 16-22, 2014



FINAL REPORT



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1. INTRODUCTION

Winnipeg's 1st Annual Bike Week (BW) was held June 16-22, 2014 with the 7th Annual Bike to Work Day (BTWD) taking place on Friday, June 20th.

The event was organized by a steering committee made up of volunteer representatives from the following organizations:

- Green Action Centre
- Climate Change Connection
- City of Winnipeg
- UWSA Bike Lab
- Downtown Winnipeg Biz
- Manitoba Cycling Association
- Bike Winnipeg
- The WRENCH
- Reconnaissance Management Consulting Group Inc.
- Big Brothers & Big Sisters
- Investors Group
- Rivers West

1a. EVENT BACKGROUND

Bike Week is an expansion of Bike to Work Day, an annual commuter event which began in Winnipeg in 2007. In 2013 the steering committee decided to promote our event beyond those that ride their bikes to work to families, students, retirees, athletes and anyone that rides a bike. The goal of Bike Week is to get more Winnipeggers engaged in riding their bikes by offering interesting events that encourage and enable them to do so. Whether riders choose bikes for leisure, sport, transportation or just for the love of riding a bike, Bike Week is for everyone.

To put together a week long schedule Bike Week reached out to organizations that regularly run bike-friendly programming and asked them host events between June 16-22nd. Bike Week also organized and hosted several events as well as taking care of marketing the week's events, and offering high visibility and a city-wide brand to participating organizations. The timing was ideal as many organizations launched their weekly summer bike events in collaboration with Bike Week. Participating organizations included:

- Mountain Equipment Co-op
- Clara Hughes Big Ride
- Bike Winnipeg

- Downtown Winnipeg Biz
- Winnipeg Cycling Club
- Winnipeg Arts Council
- UWSA Bike Lab
- Bike Polo
- Woodcock Cycle
- Sage Creek Community Association
- The WRENCH and other community bike shops

The steering committee coordinated a free pancake breakfast at the MTS Centre to launch the week and was also responsible for hosting the 7th annual Bike to Work Day to cater to the returning audience, as one of the major Bike Week events. Annually this is a very exciting and unique event which relies heavily on the initiative of community groups to run pit stops, promote within their neighbourhood, coordinate mini events in workplaces etc.

1b. 2014 HIGHLIGHTS

Bike Week consisted of 28 events over 7 days which included a variety of group/theme rides, , educational seminars, bike repair workshops, cultural tours and other bicycle related activities (yoga, spin class, bike polo).

Four bicycle retail stores also offered discounts during the week (MEC, Olympia St. Mary's, Life Sport and Bikes & Beyond).

Bike to Work Day started off with almost 60 morning pit stops that included free food, entertainment, giveaways and bike repairs. We finished the day with our annual free BBQ for registered riders at Oodena Celebration Circle (The Forks).

The main success of Bike Week and Bike to Work Day 2014 was the partnerships that were built between community organizations and businesses, the expansion of programs offered, efficiency of the steering committee and the new Breakfast on Bikes events. In summary Bike Week included:

- 28 events
- 14 group/theme rides
- 5625 people receiving Bike Week e-newsletters
- 230 Twitter followers
- 1036 Facebook likes
- 220 breakfasts served at Breakfast on Bikes
- 350 burgers eaten at the Bike Week BBQ
- 1 free concert using Bike Week's bike powered concert system
- 58 pit stops (48 in 2013)

- 1740 cyclists counted riding to work on Bike to Work Day
- 100+ people who visited more than 8 pit stops on Bike to Work Day
- 59 Bike Week volunteers with over 4000 hours
- Approximately 200 community volunteers running events and pit stops
- 2-205 visits per pit stop
- 3 Live TV broadcasts (City TV, CTV & Global) at morning pit stops & Bike Week Breakfast
- 15 media interviews during Bike Week
- 20 Bike Week shirts sold
- 350 Bike Week shirts given away
- New sponsors including Dillon Consulting, KGS Group, Half Pints Brewing Company



2. PLANNING PROCESS

2a. STEERING COMMITTEE

Bike Week planning began in September 2014. Bike Week sent out an invitation to past steering committee members and participants to join the 2014 committee. The following individuals comprised the team:

NAME	ROLE	HOURS
Andraea Sartison	Bike to Work Event Coordinator	445*
Anna-Laure Koop	Volunteer & Pit Stop Coordinator	250*
Dave Elmore	Bike to Work Project Manager	150
Curt Hull	Bike to Work Co-Project Manager	40
Mark Cohoe	Bike Winnipeg - Group Rides	90
Dave Dorning	Film & Student Night Liaison	30
Kayla Chafe	Family & Student Night Liaison	40
Kaye Grant	Employers Day Liaison	40
Cheryl Wamsley	Breakfast Co-Cordinator	40
Richard Bracken	Media & Marketing Assistant	75
Currie Gillespie	Prizes	50
Stephanie Voyce	Downtown events	30

* Denotes paid hours, not volunteer

Total Volunteer Hours Contributed by Steering Committee 585

Estimated volunteer hours from Bike Week volunteers 800
(pit stops, mechanics, bike counts, bike week events, group rides etc.)

TOTAL BIKE TO WORK DAY VOLUNTEER HOURS 1385

The Steering Committee met monthly between September and May. Weekly meetings were held for the month leading up to the event. Each steering committee member would report on their responsibilities and the project charter created by the Project Manager would be observed to make sure that planning was on track. Meetings were mostly used for communication, brain storming and problem solving. Each meeting ended by 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 Event

Coordinator to one point person, helping to spread out the work load and insure accountability.

All comments and inquiries from the media/public were sent directly to the Event Coordinator to manage.

Budget and accounting was handled by Dave Elmore, Project Manager.

Anna-Laure Koop was hired as Volunteer and Pit Stop Coordinator. Her responsibilities included volunteer training, recruitment and assignment. She was the liaison between the pit stops and the overall event, and assigned additional volunteers, food and beverage and mechanical support to each pit stop as well as maintained a complete database of all pit stop requests and information. This is a vital role, especially as the event and number of pit stops continues to grow.

2b. EVENT COORDINATOR HOURS

ACTIVITY	HOURS
Sponsorship <i>creating packages, meetings, activation, deliveries, coordinating sponsorship pit stops, research</i>	100
Administration <i>answering emails, phone calls, deliveries, managing critical path, final report, managing feedback, communications, managing budget, booking couriers, payables</i>	175
Meetings	45
Marketing/Media <i>creating content, e-newsletters, media conference, managing the message, social media, creating ads</i>	50
Volunteer & Pit Stop Liaising <i>working with Volunteer & Pit Stop Coordinator, meetings, pit stop packages</i>	10
Website <i>managing content, editing, liaising with design company, managing social media & linking to website</i>	35

ACTIVITY	HOURS
Run Event <i>day of duties including managing volunteers, hosting, pick ups and deliveries, site set up, registration, documentation etc.</i>	30
	445

2c. PLANNING RECOMMENDATIONS

- Early planning (beginning in fall) is beneficial and should be consistent in 2015.
- Hire or recruit to the committee an individual with expertise in marketing, this is a skill that some people have on the committee, but it would be good to work with a professional publicist with connections in the industry to help get the word out.
- Assign website maintenance and/or e-newsletter responsibilities to an individual on the committee.
- Recruit a fundraiser or hire a sponsorship manager to grow funding.
- Clearly define roles and responsibilities for each participating member.
- Regular face to face meetings between the Event Coordinator and Project Manager should be observed to keep up communication, distribute tasks and provide a foundation for working together. These should be separate from the group meetings.
- As Bike Week searches for a new "office" it needs to find a space which provides shipping, storage and large meeting space. An area for staging (packing event boxes etc) would be preferable.
- As the event grows it may be necessary to find an office for the coordinator to hold regular business hour meetings.

2d. VOLUNTEERS

Volunteers were managed by the Volunteer/Pit Stop Coordinator. Returning volunteers were contacted in April. In May a public call for volunteers was sent out on the event webpage and social media. Most coordination of volunteers took place in June closer to the event, when most volunteers responded to the call.

Volunteer duties included mechanical repair, bike counts, BBQ assistance (setting up, take down, ticket distribution, serving, etc.), and pit stop assistance. In total over 60 volunteers assisted with Bike Week activities.

The volunteer tasks that needed to be filled are as follows:

- BW Bike Breakfast
- bike valet
- ticket checker
- BTWD Pit Stop Bike Mechanics
- BTWD Pit Stop Assistants
- BTWD BBQ
- handing out food coupons
- pouring beer
- handing out food
- passport collector
- bike powered sound system
- setting up
- tearing down

All volunteers were given a t-shirt and free food/beverage at the BBQ. A thank you email was also sent from the Event Coordinator to all volunteers.

Pit Stop were required to supply their own volunteers from their organization. Each pit stop received 3 shirts for their volunteers.

BW Breakfast:

The Breakfast was a successful event in terms of volunteer participation. An email was sent out only a week before the event and the responses were very prompt. There were enough volunteers for each task and the volunteers were very pleased with the overall event.

BTWD Pit Stop Mechanics:

Out of all the volunteer tasks for BW, this was the one that caused the most problems. The invitation for Bike Mechanics was made at the very beginning

of the launch of the event. However, despite early advertisement, not many people were willing to rise to the occasion. The process of finding Bike Mechanics was ongoing. Emails were sent to local bike shops, committee members and calls were made through social media. Even through these efforts, some Bike Mechanics still ended up being found at the very last minute.

BTWD Pit Stop Assistants:

This position was easier to fill, as it was one of the main volunteer spots advertised for Bike Week. Finding volunteers for this position consisted of delegating those who expressed interest in doing this task on their registration form, contacting them, and then coordinating from there which pit stop location they would volunteer at.

BTWD BBQ:

All of the tasks that needed to be done at the BBQ were quite easy to fill, even with a few last minute cancellations. Acquiring volunteers for these various positions also involved going through each volunteer's registration and contacting the ones who expressed interest in helping out at the BBQ.

2e. VOLUNTEER RECOMMENDATIONS

- BW Breakfast

Next year, the coordination of volunteers during the event would run even smoother if there was a set time for volunteers to take a break and have breakfast. The bigger the event grows, the harder it will be to manage when volunteers can take advantage of the breakfast.

- BTWD Pit Stop Mechanics:

It would be useful if pit stop hosts had a better knowledge of simple bike mechanics . A training session during the BTWD orientation could be done. Volunteers with more bike repair experience should be stationed at a variety of pit-stops around the city. Most pit-stops would offer only simple maintenance (fill tires, minor adjustments etc). those pit-stops with a "mechanic" should be indicated on the website and location map.

3. EVENTS

3a. BIKE WEEK EVENTS



Saturday, June 14 & Sunday, June 15

Bike Week partnered with local community bike shops and bike stores to promote Bike Week through discounts city wide. Bikes & Beyond, Mountain Equipment Co-op, Lifesport and Olympia St Mary's all participated by giving 10% off to customers.

Clara Hughes Big Ride

Hosted by: Clara Hughes Big Ride.

Bike Week joined other community cycling and mental health organizations to welcome Clara Hughes to Winnipeg, one of her many stops on her way across the country. Although a great cause and potential promotional opportunity, the event had low participation numbers due to poor weather.

Community Bike Shops open

The University of Winnipeg Bike Lab, and Ralph Brown Bike Tool Cupboard, Orioles Bike Cage, The Bike Dump, and South Osborne Bike Hub were open at various times over the weekend to help people get their bikes ready for Bike Week.



Monday, June 16

Breakfast on Bikes

Hosted by: Bike Week at the MTS Centre

To launch Bike Week a free breakfast for all who arrived by bike was held at the MTS Centre featuring live music, free bike valet and pancake breakfast. Over 200 people attended as did all local TV stations. It was well publicized considering the short notice as the event was confirmed only two weeks prior to Bike Week.

Your City, Your Priorities – Making Winnipeg More Bicycle Friendly

Hosted by: Bike Winnipeg at Manitoba Theatre for Young People.

This event was an opportunity for public to come together and discuss cycling improvements needed in Winnipeg. Participants took part in activities with Bike Winnipeg volunteers centered around specific areas of the city. Over 40 people attended. Organizers had hoped for more attendees but those that

attended were actively engaged and provided lots of great ideas and feedback.

Free Bike Week Tune Up

Hosted by: The University of Winnipeg Bike Lab

The UWSA Bike Lab opened its doors to offer free bike maintenance to anyone who stopped in. This was an extremely successful event with the lab reaching capacity.

Yoga in the Park

Hosted by: The Downtown Winnipeg Biz

This event was intended to focus on releasing and strengthening muscles used for cycling, however instead was a general yoga class. Future plans for yoga classes will be more specific to cycling.

Drop in Bike Polo

Hosted by: Bike Polo Winnipeg

This weekly drop in game was open to the public for two days during Bike Week to invite new people to participate or just to watch and learn more about the game.

Mountain Equipment Co-op Confidence Building Ride

Hosted by: MEC

This popular weekly ride was open to all those who ride a bike.

Tuesday, June 17

Point Douglas Art/Bike Tour

Hosted by: Bike Winnipeg, Graffiti Gallery & Artist Jordan Van Sewell

This event took the audience to outdoor graffiti art installations, Graffiti Art Gallery and Jordan Van Sewell's studio around the Point Douglas Neighbourhood. Attendance – 20 (maximum).

Easy Peasy Bike Path Ride

Hosted by: Woodcock Cycle

This was a group of 6 riders, 2 of them joining because of Bike Week. It was a 25 km ride starting at Woodcock Cycle (433 St Marys), along the Seine River, Niakwa Greenway, bike paths on Fermor, Lagimodiere, Bishop Grandin, St Vital Park Park, Dunkirk path, and returning to Woodcock Cycle. At different locations the leader stopped and point out just where they were and where they could get to using only Bike paths and very quiet streets. It was an enjoyable ride for all.



Wednesday, June 18

Hot Cycle: Spin Class in the Park

Hosted by: Dave Elmore & Kayla Chafe (YMCA Spin Bike instructors and Bike Week Steering Committee Members).

Participation was lower than anticipated with only 13 attendees, The Downtown YMCA provided 32 bikes based on response from class participants at the YMCA classes. Given the minimal promotion and very warm temperatures it was a good turnout and worth doing again next year. The sound system provided by the Downtown Winnipeg Biz experienced some electrical issues, however it did not seem to detract from the class.

Bikes and Beer

Hosted by Downtown Biz

While this was a planned event for the DT Biz to host the last minute change to leaders (Dave Elmore, BW Project Manager led) did not seem to create an issue for anyone. The ride started with 13 people although some dropped out

along the way There was a variety of riders and the round trip out to Bird's Hill and back may have been too far for some. In the future a 2 tier ride with different distances might engage a larger audience.



Art Ride

Hosted by: Winnipeg Arts Council and Bike Winnipeg

This ride went through downtown stopping at Public Art Works to hear information from the Winnipeg Arts Council about the artists and history of the work. It was oversold with about 25 people attending and was well received.

Mountain Equipment Co-op Group Ride Meet up

Hosted by: MEC

Another popular group ride by MEC running during Bike Week, this one set for cyclists who ride a minimum of 15 km/hr for 1.5 hours

Winnipeg Cycling Club (WCC) try a ride

Hosted by: Winnipeg Cycling Club

This event was an opportunity to ride with members of the WCC on their weekly route. The ride was attended by 17 members and 12 non-members. All 12 non-members completed the ride without any problem.

Thursday, June 20

Yoga in the Park

Hosted by: The Downtown Winnipeg Biz

This was the second yoga class of the week and once again did not focus on cycling related muscles. The class was well attended.

A Moveable Feast

Hosted by: Downtown Winnipeg Biz.

After a very successful first annual event in 2013 and subsequent Winter Movable Feast during the Winter Cycling Congress (February 2014), the Downtown Winnipeg Biz held it's third Moveable Feast, a restaurant tour on bicycles. It is important to note that members of the planning committee (Stephanie from Downtown Biz) and Dave Elmore (Bike Week Project Manager/Ride Leader) were critical in the implementation and promotion of this event. The event was sold out weeks in advance with around 44 people signed up. Due to rain only 38 attended. Given the poor weather the turnout was excellent and feedback from participants was very positive. More tours are planned for Bike Week in the future. Thursday No-Drop Ride

Hosted by: Woodcock Cycle

Rained out.

Friday, June 21

7th Annual Bike to Work Day

Hosted by: Bike Week

Following in the tradition of past successes, Bike to Work Day began with pit stops open from 6:30-9:00 am all over the city to welcome and cheer riders on their commute. A total of 58 pit stops in every corner of the city run by sponsors, community groups, businesses and individuals participated. See section 3c. for more details.

Manitoba Public Insurance hosted an all day pit stop from 9:00 am-3:00 pm in front of The Forks Market handing out snacks and swag. The Winnipeg Repair Education and Cycling Hub (W.R.E.N.C.H.O) was also on hand doing free bike repairs. Bike Week committee members were also present handing out swag and answering questions.

To end the day a BBQ was hosted at The Forks in Oodena Celebration Circle. This is the 2nd time the event has been held in this location. Prizes, free food and a free concert powered by Bike Week's Bike Powered Concert System were all part of another successful event. . About 350 people attended, down from 500 in 2013, due largely to the expectation of poor weather.



Morning Pit Stop Group Ride

Hosted by: Dave Elmore, Bike Week

This year the ride from Assiniboine Park was not well attended. The previous night's weather (that soaked the moveable feast) had an impact on attendance and in general on the number of riders commuting to work that day. Attendance in the past has seen as many as 50 riders on this popular morning group ride. Media was along the route at several locations to greet the ride and interview the ride leaders.

The route was as follows:

6:50 a.m. Assiniboine Park Footbridge- CAA's Pit-stop

7:30 a.m. Omand's Creek- Olympia Cycle Pit-stop

7:45 a.m. The Legislature (SW corner of the grounds)- CAA's 2nd Pit-stop

8:00 a.m. Bonnycastle Park - North West Company Pitstop

8:15 a.m. City TV Stop with a live broadcast

Friday No Drop Ride

Hosted by: Woodcock Cycle

This ride had 8 riders and fortunately the rain stayed away. This ride began at Woodcock Cycle following a planned route to Grand Pointe for a few laps and then back to Woodcock Cycle.

Drop in Bike Polo

Hosted by: Bike Polo

This weekly drop in game became open to the public for two days during Bike Week.



Saturday, June 22

StrikeBike!

Hosted by: Bike Winnipeg and Danny Schur (writer of Strike! The Musical).

A bike tour to learn about the history of the Winnipeg general strike ran twice, and had maximum attendance of 25 riders at each event. Tour was well received and lasted for about 2 hours.

Sage Creek BBQ:

Hosted by: Sage Creek Community Association.

A community BBQ with an emphasis on bikes. Currie Gillespie, member of the Bike Week steering committee attended to lead a group ride around Sage Creek. It was recommended that the event and group ride should be done earlier in the day in the future.

Sunday, June 22**Infrastructure Tour**

Hosted by: Bike Winnipeg and Scatliff + Miller + Murray

25 people attended this ride through downtown Winnipeg stopping at significant architectural and engineering monuments. Participants found the event engaging and the information interesting.

Mountain Equipment Co-op (MEC) BikeFest

Hosted by: MEC

The annual and national BikeFest came to the Forks as the closing event of Bike Week. Over 1000 people as a result of the good weather, MEC reputation and location. Bike Week was in attendance to promote Bike Week 2015 and engage people that were not aware of Bike Week. Many of these people were interested in the events of the week and signed up to stay informed in the future through our e-newsletter. Demonstrations, community bike shop booths, music and retail were all a part of the fun.

3b. Bike Week Group Ride Details and recommendations

Teaming up with outside organizations adds a lot to the experience for participants and provides for more than just a simple ride (which is fine in its own right). Putting a story into the ride really makes a difference.

Group Size

20 or 25 seemed like a good maximum ride size. It allows participants to stay relatively close together during the ride and to be able to bunch up close enough to hear the group leader.

Ride Length

2 hours seems to be the optimum tour length, with around 8-10 stops.

Picking Stops

Depending on the ride theme, you really need to put some thought into the stops. If storytelling is part of the theme, it's a good idea to locate stops with a fence or an embankment that can be used as a prop/podium. Locations need to be chosen where the presenter can be heard, and where the whole group can get together.

Ride Marshals

It is recommended to have 4-5 ride marshals to help out with each ride. One to act as the lead, one to take the rear, and others to help with traffic control and dealing with intersection/lights. Where possible it is a good idea to have an extra person with some basic mechanical skills/tools/pump along in case anyone has a problem with their bike. It is also a good idea to have a pre-ride with the marshalls to determine problem areas and plan strategy for dealing with them.

Waiver Forms

Waiver forms can be set up easily and fulfill several goals.

1. Provides limited liability – host needs to be proactive on safety and exercising due diligence
2. The ability to ask someone to leave if it becomes necessary.
3. Provides permission for use of photos.

Supply List

- First Aid Kit
- Bike Repair Kit/pump(tire repair and minor adjustments)
- Participant List
- Waiver Forms
- Pens & Clipboards
- Notebook for incident report if needed.
- Maps for each Ride Marshall – including instructions on problem points.
- A pre-ride safety script to be read to participants (riding position, traffic lights, signals, ABC Quick Check) .

Success as an Encouragement Tool

The rides succeeded in getting a variety of cyclists out, from beginner to experienced rider. Anecdotally, a few people stated that the ride had helped show them that bicycles were more practical than they had thought, and that it had provided an incentive to try biking to more destinations.

The rides were also good at showcasing neighbourhood highlights to an audience who might not have previously been aware of them.

It is recommended to host two Moveable Feasts next year as the registration fills up quickly and there is so much enthusiasm for the event.

3c. PIT STOPS

Coordinated by Anna-Laure Koop, and 58 Winnipeg groups including community centers, sponsors, organizations, retail outlets and individuals, the morning pit stops ran from 6:30-9:00am in every corner of the city.

The list below outlines the pit stops that provided information regarding the prizes and activities that took place at their pit stops during BTWD. The items that worked well were those that clearly represented the pit stop hosts' business/organization, such as a community environmental organization offering seedlings, or a sports organization setting up sporting activities and competitions. The pit stops that teamed up with other community businesses/organizations to create a well-rounded pit stop that could offer both bike assistance and unique food were especially successful. Finally, the pit stops that went the extra mile in making their pit stops creative (planters, bag pipes, photo booth, photo booth) were those that stood out to participants and volunteers.

Pit Stop Host	Pit Stop Location	Counts	
Directorat de l'activité sportive	South end of Norwood bridge		
Munroe Junior High	405 Munroe Avenue at Roch St	22	

HSC Staff Wellness	The corner of Sherbrook and McDermot	56	
Bike Winnipeg	Disraeli Pedestrian and Bicycle Bridge	70	
CAA Manitoba	Legislative building at Osborne	158	Tire gauges, reflector lights, prize though ballots, free bike assistance
CAA Manitoba	Assiniboine Park	56	Tire gauges, reflector lights, prize though ballots, free bike assistance
Bronx Park CC	Bronx Park CC 720 Henderson Highway	24	
Bronx Park CC 720 Henderson Highway	Clara Hughes Recreation Park	8	
Dillon Consulting Limited	Pembina & Stafford	37	LED carabiner flashlights, snacks and drinks.
University of Manitoba	NW corner of University Crescent @ Chancellor Matheson	45	Bike Blender and fruit smoothies – ingredients all provided by the UofM Food Services. Two gift bags of t-shirts and towel and a day pass to Bison Recreation Services for participants. The CBCRA/Recycle Everywhere prizes.
IBEX Payroll	421 Mulvey Avenue East, Just South of the Fast Transit Station and Confusion corner		Famous IBEX cookies
Green Action Centre	Waterfront Drive at roundabout (Juba Park)	80	Popular 'photo booth' with fun and goofy props. Draw prize - basket of natural products (shampoo, air freshener, all purpose cleaner, toothpaste, and glass cleaner)

Centre for Natural Medicine	Harrow Park (Harrow between Fleet & Garwood)	28	
Hugh John Macdonald School	567 Bannatyne Ave at Kate		
Kevin & Anita Miller, Chuck & Sigrun Bailey	the junction of the Northeast Pioneers Greenway and the Chief Peguis Greenway	84	homemade nutritional cookies (gluten-free & vegan)
FortWhyte Alive	Sterling Lyon at FortWhyte		Enter to win a draw for a fabulous FortWhyte Prize pack
Sinclair Park Community Center	490 Sinclair St		
The Reh-Fit Centre	1390 Taylor Ave	44	guest passes to the Reh-Fit Centre.
Bourkevale Community Centre	Bourkevale Community Centre	22	
MPI (sponsor)	Esplanade Riel	155	
Manitoba Egg Farmers	Waverley and Wilkes	46	
201 Portage (downtown biz.exchange district)-TBA	201 Portage Ave.	70	
True North	Graham & Donald (NW side)	100	
Natural Cycle, Winnipeg Free Press, Parlour Coffee	Old Market Square	73	
City TV	City TV- at The Forks	128	
North West Company	BonnyCastle Park (SW corner of Main and Assiniboine Ave)	205	
SEED Winnipeg Inc.	80 Salter Street	17	

Misericordia Health Centre / West Broadway Biz	Wolsley & Sherbrook	111	Baked treats from Stella's Bakery on Sherbrook · WBB reflective bands · City of Winnipeg cycling maps · Refreshments · Eye/sun glass cleaning station · Blood pressure station
West Kildonan Library	365 Jefferson Ave @ Powers St	12	
17 WING WINNIPEG	Silver & Whytewold	125	
Winnipeg Roller Derby League	Maint St. at Stradbrook (just before the bridge)		
Transcona Trails	Peguis Street and Regent Ave.	43	
Edmund Partridge School	1874 Main St. (Main & Kingsbury)	20	
CYCLE/Elmwood School	NorthEast Pioneers Greenway at Chalmers	100	
Ecole River Heights	1350 Grosvenor Ecole River Heights Grosvenor at Elm		
Monsanto Canada	900 - One Research Road	21	
Daniel McIntyre/St Matthews Community Association	St Matthews @ Burnell	56	
Royal Canadian Mounted Police	1091 Portage Avenue	40	
Sturgeon Heights Community Centre	210 Rita St. close to Portage and Moray (Charleswood Bridge)	2	

Canadian Mennonite University	Shaftesbury & Grant	77	
Winnipeg Police Service	Graham Ave. & Garry St.	83	Bag pipes.
Rebecca, Erin & Jaret	Under the St. James Bridge on Wellington Crescent	50	
Bikes and Beyond/Mennonite Central Committee/Sam's Place	Midwinter at the north approach of the new Disraeli bridge		
Spence Neighbourhood Association	Cumberland and Sherbrook	19	little decorative planters with a climbing plant for people to attach to their bikes.
Peg City Car Co-op and Little Sister Coffee Maker	River and Osborne	40	Co-op car on site, providing bike maps and bike route planning, bike mechanic, fresh coffee from Little Sister, and information on car-sharing.
Ralph Brown Community Centre. Inc.	McGregor St. @ Machray Ave.	7	
Siloam Mission	288 Princess St.	20	
Wpg Trails Assoc/Rivers West	Provencher & Aulneau on City Hall Property	50	water bottles
UWSA	South side of UofW	71	
ORG Canada	Ellice and Century	10	
Travel Roots	766 Jubilee - the Bridge Drive-In parking lot	55	
Woodcock Cycle	433 St.Mary's Road		
Natural Cycle Courier	Sherbrook & Portage	49	1 free delivery with NCC, live music from awesome couriers, decorate your bike

Southwood Chiropractic Centre	1875 Pembina Hwy	16	water bottles
ACU	Edmonton & Graham	85	
FROGBOX Winnipeg, GoGetter Moving + Odds Jobs, The GORP Clean Energy Bar Co.*	Corydon Avenue at Niagara Street (South side)	15	
Bike Week Winnipeg	The Forks	50	
Canadian Mental Health & Olympia & Wolseley Residents	Omand's Creek	67	
MCA	Bishop Grandin Greenway	60	
HSGSA	727 McDermot		

A meeting was held for all Pit Stop Captains on June 13th, a week before the event. This was a time to go over the duties of a pit stop and to hand out necessary materials. Pit stops who missed the meeting were required to pick up their supplies from Green Action Centre. Also, if there was any miscommunication or last minute coordination for either the pit stops or the coordinator, there was a week to problem solve.

Each pit stop was provided with a banner, a thank you poster which acknowledged all sponsors, food & drink (unless the pit stop wanted to supply their own), promotional materials (such as posters, and sponsors give aways), a booklet with pit stop instructions, and 3 t-shirts. Pit stops were responsible for running their location and promoting it to their community. However, Bike Week was happy to “fill in the blanks” by providing bike mechanics, or extra volunteers, as well as courier service if pit stops were unable to return materials.

For the second time, Bike to Work Day ran a “pit stop treasure hunt”. Participants could collect stamps from all of the morning pit stops they visited. Those who collected 8 stamps or more got a free prize package at the BBQ including a bike pin & map. They were also entered into a grand prize draw for a gift basket. Over 100 people participated.

Pit Stop Recommendations

For next year, it would be beneficial for Bike Week to encourage pit stops to team up with local businesses to supply their own bike assistance and food. This would create much more diversity from one pit stop to the next. This could be done with more advertisement and could be included in the registration

process. Another option could be that food donations with Tim Hortons and Stella's are established before groups register for BTWD. This way the receipt of food donation is only on a first come first serve basis. (e.g. Bike Week can only provide the first 30 registered pit stops with Tim Hortons food) Another option could be that Bike Week only asks Tim Hortons for coffee rather than coffee and donuts. Bike Week could then guarantee coffee to all pit stops that require it and have registered before the deadline. One of the highest demands this year at the pit stops was coffee and smaller treats, such as timbits. This could perhaps help with that demand.





3d. Half Pints Bikes & BBQ Friday, June 20 4:30-7:00pm

Oodena Celebration Circle, at The Forks, became the new venue for the Bike to Work Day BBQ in 2013. The BBQ had been held near the Historic Port at The Forks since 2011; however, the Steering Committee was looking for a more private location, where they could bring in their own catering rather than partnering with an existing restaurant. Oodena was chosen for its central location, accessibility and because it could be stationed off to create privacy. The success of this location in 2013 was the primary reason for returning.

This event did require a special event permit and liquor permit, which was significantly easier to obtain now that the event was in its second year.

Boon Burger catered the entire event with 350 vegan burgers given out for free. They also provided ice tea and lemonade. Boon Burger is a local Winnipeg company, and it was preferable to support a community vendor, they were familiar with the event having participated last year and were very eager to return.

Half Pints donated five kegs of "Pedal Pusher Ale", which was available for purchase. Half Pints was the main sponsor and host for the BBQ and had staff on site to assist in sale of the beer. In the future a cheaper rate for beverages could be considered. Because of liquor service, Bike Week was required to hire security to make sure that only registered riders were entering the event.

Entertainment on the Oodena Stage was by an ensemble of local musicians. The whole event was powered by Bike Week's bicycle powered concert system. Those who rode a bike to power the stage were provided with a free beverage and t-shirt.

Bike Valet Winnipeg provided parking for all participants that arrived by bike. In total over 200 bikes were parked. In the future a larger area may be required for the valet service.

Prizes were also given away to those who participated in the pit stop scavenger hunt, or whose numbers were drawn.

The Event Coordinator was on site to host sponsors and the Volunteer Coordinator was on site to give free food and beverages to all volunteers, and collect materials from the pit stops.

The Steering Committee assisted with a variety of tasks from prize give aways to food/beverage distribution, directing people, registering cyclists on site, setting up and tearing down for the event.

3e. EVENT RECOMMENDATIONS

- A public call for participation should go out in early 2015 for those who would like to run an event as part of Bike Week. This call should be a written document that details the partnership between Bike Week and 3rd party events (ie. Bike Week will promote all events on website and in e-newsletter, 3rd party is responsible therefore to provide a blurb on the event, schedule, organizational logo and a promotional image). Deadlines should be provided as to when Bike Week needs to confirm participation and obtain promotional information. This should be sent to all who participated in 2013, and publicized through the e-newsletter, social media, and other possible promotional avenues.
- The BBQ has followed a very similar format for 4 years. It would be advisable to change the format with a new location, different schedule of events or change of food vendors
- The BBQ opened too late this year (at 4:30). Line ups began around 3:30 and it is recommended to open at 3:30 if possible to catch the crowd of commuters on their way home.

- The Breakfast on Bikes was a great event considering that it had very little promotion or execution time. The MTS Centre was a wonderful venue, but if possible, it would be great to do the breakfast right at ice level and use the jumbotron for playing music and Bike Week promotion rather than having the breakfast in a restaurant on site.
- There were a lot of group rides in this year's schedule, which were well attended but it would be good to diversify programming. Maybe do some cultural events (such as a fashion show or discounted concert for those who arrive by bike). This year's Golden Boy Criterium (Criterium race around the Legislature) was cancelled, but would have been a great addition to the program and should be pursued in the future as well.
- Partnering with MEC was very advantageous because of shared marketing and a similar audience. It would be important to align these events again in the future. It would be beneficial from a marketing perspective to launch Bike Week at the MEC Bikefest,.
- If the same venue is used in 2015 for the BBQ, it should be fenced in, or more security needs to be in place to insure that registrants are only using the designated entrances, . Security can either be volunteers or hired from The Forks. This is important to comply with the liquor permit. The Forks had originally said they were going to use snow fencing to close the area but at the last minute they decided to do stanchions with caution tape (similar to 2013) and this was not secure enough, as it didn't guarantee one point of entry or that people would not leave the licensed area with their beverage.
- Looking ahead at event expansion, it would be advisable to continue to partner with other sponsors, businesses, community groups to host events that promote cycling, . For example bike shops could host a BBQ, arrange the time, location and supplies, and run the event without Bike Week committee participation. mMany Bike Week Steering Committee members are involved in other bike friendly organizations which may run an event during the week. It should be emphasized that Bike Week and its execution is the key focus for the steering committee and if members commit to other events d it should not take away from their ability to contribute to Bike Week.

4. SPONSORSHIP

4a. FINANCIAL SPONSORSHIP

The Event Coordinator was responsible for soliciting additional funds beyond the initial \$20 000 provided by the City of Winnipeg.

Sponsors were approached for first right of refusal if they had been previously involved. Other corporations who had supported like-minded events, or who had funds to allocate for healthy living, environmental or community events were also contacted via cold calls. If a sponsor was interested, a personal meeting with the event coordinator was scheduled.

Sponsorship packages were created individually for each sponsor in order to cater to their specific needs and areas of interest within the event.

The Event Coordinator would attend a discovery session with a sponsor to obtain the specific information related to their goals in sponsoring the event (ie. promotion, being associated with a green event, hosting opportunities for staff, giveaways, call to action etc.) and what level of sponsorship they might be interested in. Following this the Event Coordinator created an in depth package including a cover letter which detailed all conversation with the sponsor thus far, a list of marketing pursuits for Bike Week, suggestions for sponsorship activation, and detailed accounts of how Bike Week would recognize the sponsor's contribution.

After further consultation the package was revised (sometimes several times) before the agreement was finalized. . Finally, a contract was created and an invoice issued as required.

Most effective this year was offering elements of Bike Week for naming rights such as the BBQ which was sold to Half Pints and the all day pit stop sponsored by Manitoba Public Insurance.

A new initiative "The \$1000.00 sponsorship program" was attempted this year and sent out en masse to potential sponsors. It didn't offer the same benefits of an individualized package but did give sponsors a table for promotion at the Bike Week BBQ, inclusion in online advertising and a feature in the Bike Week e-newsletter as well as VIP participation in all events (includes t-shirts, free food and beverage etc.) There was not a lot of interest in this package; however, if

this is sent out again in the fall of 2014 rather than close to the event as it was this year, it would likely be more effective.

Sponsors were recognized in various ways depending on what their objectives were. Most 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 in hosting their own cycling events. Logo recognition was included for all sponsors on the website and pit stop posters, and major sponsors were included in print advertising and were given promotional space in the e-newsletter. Linking to sponsors and pit stop hosts happened through Facebook and Twitter, as well as the website.

Finally, sponsors received a report on how the day went, an invitation to the BBQ (+free food and beverage), a Bike Week t-shirt, and a thank you during the BBQ announcements.

Overall, different sponsors had different objectives in supporting the event. It was extremely important that sponsors and their needs be well managed by the Event Coordinator and that their contributions and the event overall was well documented for future sponsorship proposals.

Using the skills of the committee (such as certified Can-Bike instructors) as part of some sponsorship proposals made Bike Week's offerings unique, but was time consuming for the committee. For example, Currie Gillespie led a group ride in Sage Creek for Qualico to promote to their community, in exchange for a \$1000 event sponsorship. The time to manage sponsorship and fulfill sponsorship requests should be closely evaluated when proposing sponsorships as to not overwork the committee.

Bike Week had a cash flow issue in 2014 as some sponsors did not sign on until very late or gave verbal commitment, but then backed out of the partnership. This made it difficult to commit to certain expenses such as advertising.

4b. IN-KIND SPONSORSHIP

Over \$51,630.00 of in-kind sponsorship monies was donated this year. This came in a number of forms:

- volunteer hours
- donated material (Frogbox donated 5 boxes to the event, Print Works donated the cost of the handbills, Mountain Equipment Co-op donated bags for pit stop stuffing)

- advertising (City TV, Winnipeg Free Press)
- prizes (local bike shops including Natural Cycle, Olympia, Bikes and Beyond, Gord's Ski and Bike and Woodcock all donated prizes as did CAA and MPI)
- food and beverage (Stella's, Tim Horton's, Gorp, Tall Grass Prairie, Postal, Parlour Coffee, Starbucks, Mondragon and Half Pints)
- donated services (courier services & rental and labour costs given in kind by The Forks for the BBQ)

IN-KIND CONTRIBUTOR	2014
Volunteer Hours	\$27,700.00
Bike Valet Winnipeg	\$0.00
CityTV	\$2,380.00
MPI	\$7,000.00
Winnipeg Free Press	\$2,500.00
Website upgrades	\$500.00
The North West Company	\$500.00
Woodcock	\$750.00
Pattison Outdoor	\$0.00
CAA	\$500.00
Stellas	\$300.00
Tim Hortons	\$500.00
Half Pints	\$1,000.00
Food Donations various	\$300.00
Frog Box	200
The Forks	\$2,000.00
Photographers/Videographers	\$2,500.00
YMCA	\$2,000.00
Prizes	\$1,000.00
TOTAL	\$51,630.00

4c. PRIZES

Prizes were collected by Currie Gillespie from various bike shops, or were donated by a sponsor. It was decided by the Committee that only a few large prize packages should be given away, rather than an overwhelming amount of small prizes (like water bottles). There were five prizes packages which were put together by the Committee and included donations from Manitoba Public Insurance, Mb Egg Farmers, Bikes and Beyond, Olympia on St Mary's, Olympia on Portage and Life Sport.

A draw was made at the BBQ using prize tickets distributed to all BBQ attendees. Tickets were drawn until the prize was claimed.

One prize basket was drawn from a pool of participants who participated in the pit stop scavenger hunt. If they visited 8 stops they received a prize package with a bike pin & map, and also were put into a draw for the prize basket.

Finally, at the end of the BBQ a draw was made from all attendees participants for the bike donated by Woodcock Cycle.



4d. SPONSORSHIP RECOMMENDATIONS

- Hire a sponsorship coordinator who has connections to organizations who may sponsor, and will be able to manage all of the individual sponsorship recognitions, and approve all design choices to coincide with sponsorship agreements. This is a very time consuming responsibility and would benefit from a professional fundraiser's expertise and time commitment to grow the event.
- Core & major sponsors need to be approached as soon as possible in the fall and receive all proposals by December. Searching for sponsorship and negotiations should begin 12-18 months before the event for best results. Bike Week should follow up with sponsors as frequently as possible until receiving a signed contract to make sure that sponsorship doesn't fall apart at the last minute.
- Related to sponsorship is grant applications. There are various community grants such as through Mountain Equipment Co-op and the Heart and Stroke Foundation which Bike Week would be eligible to apply for. These should be researched.
- Be sure to send a thank you letter, picture/video to each sponsor for their contributions. If they sponsored a specific event they should receive an update on how the event went, or a follow up phone call if they did attend the event. Follow up should include a confirmation on all sponsorship goals achieved, and allow room for suggestions for the future.



5. BUDGET

The budget was maintained and approved by the Project Manager.

EXPENSE	ACTUAL
NET (Revenue-Expense)	\$9,636.40
TOTAL EXPENSES	\$28,974.58
Admin	
Sponsorship Coordinator contract	\$4,000.00
Sponsorship Coordinator contract bonus	\$450.00
Event Coordinator contract	\$6,500.00
Event Coordinator Assistant/Volunteer Coordinator	\$2,500.00
WRENCH	\$500.00
Courier	
T-shirts	
T-shirts - volunteers	\$2,254.35
BBQ	
BBQ food	\$3,593.75
BBQ Beer	\$0.00
Entertainment	\$500.00
Equipment Rental	\$0.00
Forks	\$0.00
Bike Powered concert system (labour to operate)	\$298.74
Bike powered concert system (rentals and upgrades)	\$160.80
Pit Stops	
MTYP Booking for Pit Stop Meeting	\$133.50
Pit Stops	\$0.00
Weekday Events	
MEC Bike Fest and Clara Huhes Park	\$0.00
Bike Shop Day (including community shops)	\$0.00
Bike Winnipeg Priorities Workshop	\$250.00
Monday Breakfast	\$2,034.00
Breakfast event staff from True North	\$160.65

Bike Valet supplies for breakfast	\$34.49
MCA race	\$0.00
Themed rides	\$0.00
Movable Feast	\$0.00
Bike Valet for BTWD	\$306.00
Misc event costs	\$0.00
Movie night	\$0.00
Promotion	
Ads	\$0.00
Banners and flags	\$2,302.97
Transit Advertising	\$0.00
City TV	\$0.00
Media launch event	
Graphic Design honorarium	\$250.00
Video production for Bike Fest	\$200.00
Website hosting and domain	\$86.23
Constant Contact	\$358.50
Facebook promotion	
Google Apps	\$150.00
Website development honorarium	\$250.00
Posters	\$500.00
Poster hang	\$112.50
Sponsor posters	
Facebook promotion	\$242.68
Miscellaneous Costs	
Cell phone usage for coordinating volunteers	\$134.50
Lunch for December meeting	\$101.50
Lunch for May meeting	\$70.08
RRC Rental for photo session	\$52.50
Lunch for July meeting	\$94.78
Printing	\$142.06
Bike pins	
Event and liquor permits	\$250.00
Mileage for Dave's use of vehicle	\$40.07
Replacement water bottle lost at Monday breakfast	\$12.15

CASH REVENUE SOURCE	ACTUAL
TOTAL REVENUE	\$38,610.98
City of Winnipeg	\$20,000.00
MPI	\$5,000.00
ACU	\$1,000.00
The Northwest Company	\$3,352.00
Manitoba Egg Farmers	\$1,000.00
Bank carry-over from 2013	\$2,358.07
T-shirt Sales	\$391.85
Peg City Car Coop	
Caisse	
Tire Stewardship	
Qualico Homes	\$1,000.00
Beer sales at BBQ	\$500.00
KGS	\$1,000.00
Half Pints	\$2,000.00
Dillon Consulting	1000
Interest	\$9.06
Service Charges	

6. MEDIA & PROMOTIONS

The Event Coordinator acted as contact for all media, but different members assisted by editing media releases, sending out media releases, participating in interviews and running social media. 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 Tuesday, June 10th at 11:00 am. Mayor Sam Katz, Stefano Grande-Executive Director of the Downtown Biz, Dave Elmore- Bike Week Project Manager, Andraea Sartison-Event Coordinator and Steering Committee Member Kayla Chafe all spoke. The bike powered concert system was set up to power the microphones, and the bikes were ridden by a variety of speakers and other participants making for a great photo opportunity.

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, CTV, City TV and CBC were all on site.

A reminder release was sent out on June 16th to all media at the beginning of Bike Week by both the City of Winnipeg and the Bike Week Steering Committee.

6b. WEBSITE bikeweekwinnipeg.com

The website was completely redone and launched in early 2014. Mackenzie Burling assisted Bike Week in setting up the new domain and updating the look of the site. The Event Coordinator and Project Manager were responsible for updating content and maintaining the site. The Event Coordinator responded to all requests for content additions or edits and any difficult design (such as adding sponsors and partners logos online) were passed on to Mackenzie.

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 online about two weeks before the event.

6c. ENEWSLETTER

Constant Contact was used as the online email service. E-newsletters were sent once a month to all past and current registrants beginning in February (5625 emails). During the final month before Bike Week e-newsletters were sent weekly. During Bike Week an email was sent every day to promote the daily events. Emails generally received a 30-40% open rate.

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

The Event Coordinator created each newsletter and managed the data base. Though individuals weren't required to register (which was the method of obtaining emails in the past), they were encouraged to sign up for the e-newsletter at different Bike Week promotional events and during the week itself.

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

With 1030 likes on Facebook, this page became a hub of information sharing and connecting with pit stop organizations and sponsors.

The Facebook account was managed by Kayla Chafe. For the first time this year Bike Week paid a fee to boost posts which drew more likes to the page growing from 564 in 2013 to 1030 by the end of Bike Week 2014. This method of promotion was very effective and should be used again in the future.

Kayla posted information about Bike Week as well as fun images and facts about cycling.

All Bike Week photos were also posted online here.

6e. TWITTER-twitter.com/BikeWeekWPG

Maintained by Richard Bracken, this was an incredibly valuable tool, that should be at the forefront of our marketing efforts again next year. Bike Week was able to more than double the number of followers (217) and keep some active and informative tweets going leading up to Bike Week. The most impressive thing was the number of notifications. Bike Week was mentioned numerous of times in other tweets, and was retweeted/shared by followers on many occasions. This was more than expected and is great news for a small committee , especially when fighting to gain awareness among a sea of other profiles. And it was accomplished with no paid advertising!

6f. PRINT & DIGITAL MEDIA

Bike Week printed 500 Bike Week posters, 1000 handbill advertisements and 12 choroplast signboards to promote the event throughout the city. Kendricks printing and PrintWorks were both sponsors of printing. A poster hanging professional was hired to make sure all areas of the city were covered. Downtown Biz offered up their downtown sign frames for advertising in the downtown core.

Two professional photographers volunteered to capture Bike to Work Day, and other committee members sent pictures to the Event Coordinator to help document the week's event.

No video was used for promotion in 2014, as it had been in the past because of budgeting and because the committee didn't have individuals with that skill set this year. However; at the MEC Bikefest event a videographer was hired to interview patrons of Bikefest. Three questions were asked:

1. What do you love about cycling?
2. How can cycling in Winnipeg improve?
3. What would you say to a first time cyclist to encourage them to try out riding a bike.

This footage will be used to create a video for future promotion of Bike Week.



6g. TELEVISION & RADIO

Bike Week had a significant presence on television in 2014, despite choosing not to pursue paid advertising. All early morning TV Shows (on CityTV, CTV and Global) hosted pit stops during Bike to Work Day at CityTV, The Legislature and Esplanade Riel respectively. This gave them great visibility, ability to participate in the pit stops, coverage for the pit stop's hosts and opportunity to interview passing cyclists.

Global, CityTV, CTV and CBC also joined Bike Week at the Breakfast on Bikes for interviews and footage of this first time event, making it a wonderful kick off to the week.

6h. MEDIA RECOMMENDATIONS

- Cost was a limiting factor in purchasing advertising. Partnerships with advertising agencies (such as newspapers or outdoor advertising) should be pursued in future years to get the word out.
- A Media & Marketing sub-committee was formed in 2014, which was very useful. However; it may be beneficial to work with a publicist or recruit new committee members who have this skill set. Marketing is one of the most important and demanding tasks in the overall planning. A marketing strategy should be developed early on and having a person in the communications industry lead this would be valuable.
- Working with other events throughout the year (such as Ciclovía, Winter Bike to Work Day, Ice Bike, Dirty Donkey etc.) and especially leading up to Bike Week (such as Red River Ex and Jazzfest) to promote is essential. Developing an interesting table display or activity around a table display that would be easy to set up, transport and run and draw interest should be pursued.

7. DESIGN

Elizabeth Bracken & Richard Bracken volunteered to work on the 2014 designs. Richard developed the photo advertising campaign and created the posters from these images. Elizabeth was responsible for the Winnipeg Free Press Ad, T-Shirts, the Logo and handbills.

7a. LOGO



7b. POSTERS

To align the branding with Bike Week's core message "it's for everyone", a photo shoot was held in early 2014 to capture images of all different kinds of people on all different kinds of bikes. These images were used throughout all the marketing campaign, but were most prevalent on the posters. 10 different images were chosen and 500 posters printed,



7c. T-SHIRTS

What had long been a challenge for Bike Week, was finally successful in 2014- T-shirt sales. Bike Week worked with local print shop Instant Imprints for t-shirts this year. The company's offering was unique in that they assisted Bike Week in creating a personalized website bikeweekwpg.deco-apparel.com. Individuals could visit this website in order to purchase Bike Week Apparel. On the backside, Bike Week could choose what clothing they wanted to offer for sale from a wide range of offerings including shirts, tanktops, athletic ware, windbreakers, hats etc. The bike week logo was uploaded and clients could customize and purchase their clothing entirely online. Clients were able to choose messaging, colours and logo location.

The distribution of the shirts was done through the Instant Imprints shop at Polo Park either by arranging courier or by pick up. 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. A commission cheque from sales was sent to Bike Week at the end of each month.

This method was extremely efficient, and easy to use. Apparel sales could begin at any time and the offerings were limitless.

A partnership with Instant Imprints should definitely continue in future years.

Bike Week printed 300 shirts to hand out to sponsors and volunteers and as promotion for the event. They shirts were simplified from what was sold online.

Overall, 20 sales were made through the Instant Imprints website, bringing in \$391.85 for Bike Week. The t-shirt design for all volunteers and free shirts is featured below "B". T-shirts which were sold are featured below "D".



7d. BANNERS & FLAGS

3 large bike week banners were printed. One which was up at The Forks for the week, and two which were brought to many different events by different committee members. The dates were deliberately printed on a white background so that they could be covered with a sticker and used year to year.



Pit stop banners were also printed, to add to the stock of 30+ old pit stops banners. In the future all of these banners need to be the same as the older banners which have been used and had dates changed multiple times look bad and bring down the legitimacy of the event.





Two flags were also printed this year which were a very good investment. The stand 8' high creating high visibility for the event. These were used at entrances to the Half Pints Bikes & BBQ Party, and at the Breakfast on Bikes. They were also used at informational tables and throughout the week at events. They are compact and easy to move and set up. The only difficulty was coordinating pick up and drop off of the banners between committee members attending various events.

7e. FREE PRESS AD

For their sponsorship, the Winnipeg Free Press donates a space for Bike Week to advertise a few days before the event. This year's was printed on June 12th in the local section.



JUNE 16-22

**A WEEK OF EVENTS
FOR EVERYONE
WHO RIDES A BIKE**

www.bikeweekwinnipeg.com

7f. CHOROPLAST SIGNS

To replace the Bus Boards which Bike Week had purchased in the past and could not afford in 2014, 12 choroplast designs with 6 different designs were posted at high traffic areas on Portage and Broadway in the downtown core for the month of June.



7g. HANDBILLS

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



7h. DESIGN RECOMMENDATIONS

- It is a good idea to have one or two main designers on board early to do all of the design. If there are others who can commit to less time, then potentially they are good back ups for last minute or unexpected design elements.
- In 2013 and 2014 the graphic designer was provided an honorarium for services provided. Including this in the budget for future years is important as it guarantees quality of work, meeting deadlines and increases event awareness.
- Handle bar advertisements are a great advertising mechanism, if possible, it would be good to have a volunteer crew dedicated to this for 2 weeks leading up to Bike to Work Day across the city. Or partnering with bike shops who would be able to tag all of the bikes that come through their doors.
- In the past Bike Week connected with 201 Portage to put up a video advertisement. This was primarily because there was a member of the Steering Committee who had the time and skills to create a video. This was not the case in 2014, and so this good method of promotion couldn't be used. In the future, it is important to budget for video and photography services or to hire a publicist with these skills so that opportunities like this don't fall through the cracks.
- A conversation arose with Red River College in fall of 2013 about having a Red River College intern work with the Event Coordinator for their work placement in the spring. This would be a great thing to pursue for next year as it would be a designated worker for communications and marketing, and a good learning experience for a young person to get involved in a multifaceted grass routes event.

8. CYCLING COUNTS

Winnipeg's seventh annual Bike to Work Day (BTWD) took place on Friday, June 20, 2014, the culmination of Bike Week's activities. There had been rain and cool temperatures on the previous day, Friday was cloudy with rain showers expected.

In order to help measure the impact of BTWD, the numbers of cyclist commuters were counted at 14 locations during morning rush hour (between 6:30 and 9:00 am). These locations were chosen because they are key traffic choke points, most of them located on the periphery of the downtown area. Only morning rush hour counts were done since these are most reflective of commuter bicycle traffic and because afternoon travel patterns are affected by the barbecue held in the afternoon at the Forks. The number and selection of locations was influenced by the availability of volunteer counters. At all but two of the locations counts have been done before either on previous Bike to Work Days.

Counts were carried out by volunteers following a standard format and procedures developed by Bike Winnipeg and used over the past seven years in our annual spring counts. In some cases two volunteers shared the counting duties at a given location. All counts reported here are standardized for a two hour period. Usually the volunteers counted for exactly two hours, but sometimes they counted for 2 ½ hours. In these cases the highest 2 hour count was used.

The goal of the counts is to document whether BTWD has succeeded in increasing the number of commuters using bicycles compared to previous years. In order to document possible increases in cycling, two kinds of comparisons were made. First we looked at bicycle counts done on BTWD over the past six years, and made a comparison of the counts in 2014 and previous years. (See Table 1.) Table 1 shows that all of the counts were lower than those from the most recent previous BTWD count. When added together, the total of the comparable 2014 counts was 35% lower than the total for the most recent previous BTWD count, usually done in 2013.

Second, we compared the BTWD counts with the most recent May or June morning rush hour counts done at the same locations. (See Table 2.) When added together, the total of the 2014 BTWD counts was 25% lower than the total for the most recent previous non-BTWD count, usually done in 2013 or 2014.

Third, we looked at BTWD trends for those locations where counts were done consistently over the past five years. Morning rush hour bicycle counts were done each on BTWD at the following eight locations from 2010 through 2014:

- Omand Creek - Train Bridge
- Osborne Bridge
- Pembina-Jubilee Underpass
- Provencher Bridge/Esplanade Riel
- Sherbrook-Maryland Bridges
- Main St at Higgins Underpass
- Norwood Bridge
- University Crescent at Thatcher

When added together these counts show that the number of cyclists counted on BTWD increased from 2010 to 2012, but declined over the past two years and was lower in 2014 than in 2010. (See chart below.)

Table 1: Comparison of 2014 to Previous BTWD Counts

Location	2014 Count	Most Recent BTWD AM Counts		
		Previous Count	Year	Change
Assiniboine Ave @ Hargrave	283	476	2013	-40.5%
Disraeli AT Bridge	108*	<i>no previous BTWD morning count</i>		
Fort Garry Bridges	66	97	2010	-32.2%
Main St @ Higgins	86	127	2013	-32.3%
Norwood Bridge	251	340	2013	-26.2%
Omand Cr Train Bridge	108	198	2013	-45.5%
Osborne Bridge	217	317	2013	-31.5%
Osborne Underpass	119	196	2012	-39.3%
Pembina-Jubilee Underpass	63	126	2013	-50.3%
Provencher Bridge/Esplanade Riel	204	277	2013	-26.4%
Sherbrook-Maryland Bridges	218	336	2013	-35.0%
Stradbrook E of Donald	63	90	2012	-30.0%
University Cres @ Thatcher/Markham	62	135	2013	-54.2%
University Golf Course Trail	53*	<i>no previous BTWD morning count</i>		
Comparable Totals	1,740	2,715		-35.9%

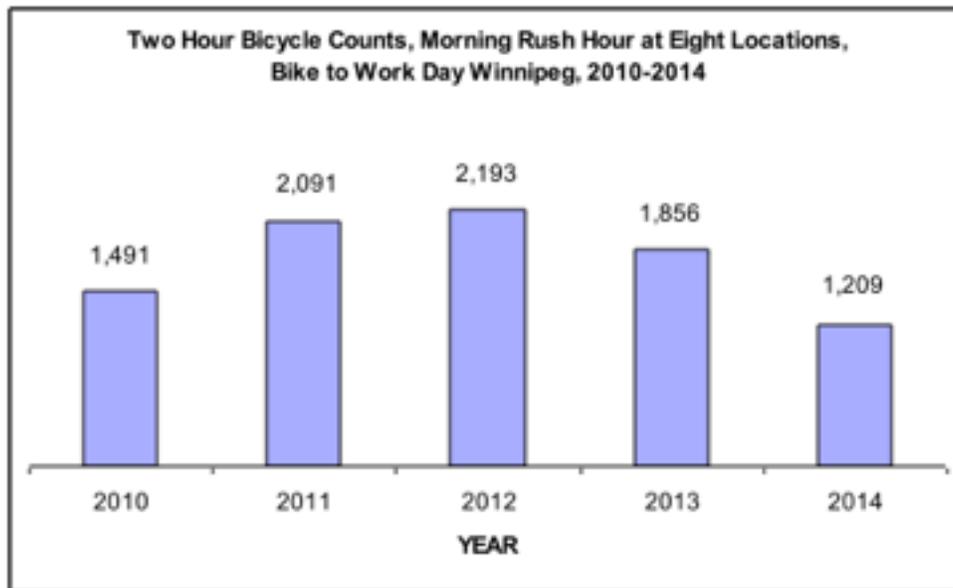
* Not included in total

Table 2: Comparison of 2014 BTWD Counts to Previous Non-BTWD Counts

Location	2014 Count	Most Recent May or June AM Counts (other than BTWD)		
		Previous Count	Year	Change

Assiniboine Ave @ Hargrave	283	391	2013	-27.6%
Disraeli AT Bridge	108	120	2014	-10.0%
Fort Garry Bridges	66	72	2011	-8.0%
Main St @ Higgins	86	123	2014	-30.1%
Norwood Bridge	251	315	2014	-20.3%
Omand Cr Train Bridge	108	101	2013	6.9%
Osborne Bridge	217	251	2013	-13.5%
Osborne Underpass	119	163	2013	-27.0%
Pembina-Jubilee Underpass	63	132	2012	-52.6%
Provencher Bridge/Esplanade Riel	204	244	2014	-16.4%
Sherbrook-Maryland Bridges	218	399	2014	-45.3%
Stradbrook E of Donald	63*	<i>no previous May or June morning count</i>		
University Cres @ Thatcher/Markham	62	96	2014	-35.6%
University Golf Course Trail	53*	<i>no previous May or June morning count</i>		
Comparable Totals	1,785	2,407		-25.8%

* Not included in total



Conclusions

Bicycle commuting traffic in Winnipeg was substantially lower on BTWD 2014 than in 2013, and was lower than in any of the past 5 years. BTWD counts were also lower than previous counts that were not done on BTWD. Certainly weather

was a factor, with rain the previous day, wet streets, and the expectation of rainy weather on BTWD.

Thanks to the following volunteers who helped with this year's BTWD bicycle counts:

Karla Braun, Geoff Brewster, Mike Domaratzki, Laura Donatelli, Patrick Griffith, Jim Kirby, Waiyee Lai, Duncan McNairney, Ken Preston, Tom Schmidt, Mani Tougas, Anna Weier, Terry Woods and Janet Zonneveld.

Report prepared by Jeremy Hull, Co-Chair of Bike Winnipeg for the Bike to Work Day Winnipeg Steering Committee. If there are questions or comments, or if anyone wants additional information about these counts please contact me at: hull.jeremy@gmail.com

9. SUPPORTING DOCUMENTS

9a. PROJECT CHARTER

Summary

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

1. Version History

Version	Date	Change
1	2013-10-16	Initial Document

2. Problem / Need

Bike to Work Day which has now been around for 6 years has seen an increase in participation since it's beginning in 2008, however in 2013 we saw a slight decrease in participation.

The Bike Week Steering Committee feels it is time to expand not only the project, but our reach to include all people that ride bikes. We need to be more inclusive and not just aim at those people that ride their bikes to work.

We want to expand and grow the event to allow people that ride their bikes for fun, pleasure, competition, or utilitarian purposes to participate and help to grow the bicycling culture in Winnipeg.

3. Objectives & Scope

As we encourage Winnipeggers to join Bike Week and grow the culture of riding bikes in Winnipeg during the week of June 14 to 20, 2014 we will:

- Hold a variety of bicycle related events that engage different groups or types of cyclists
- Celebrate people riding bikes in Winnipeg
- Retain Bike to Work Day as one the events (Friday, June 20, 2014) and continue to show Winnipeggers how great it is to use their bikes as transportation.
- Continue to highlight the need for a system of cycling and motorist education in Winnipeg
- Show the support of Winnipeggers to see continued growth of the City of Winnipeg's Active Transportation Network

4. Strategy

Focus on people riding bikes and create an event that is inclusive of all types of people riding for all kinds of different reasons.

- Hire a Sponsorship Coordinator to approach a variety of potential sponsors and create formal proposals to meet their needs.
- Provide "Bike Week" activities that engage a variety of people that ride bicycles with events such as:
 - Group rides in different areas of the city
 - Theme rides such an art ride, garden ride, graffiti tour, etc.
 - A bike related movie night with local content
 - A Family night
 - Moveable feasts similar to the 2013 Downtown Winnipeg Biz's event
 - Bike market/Bazaar
 - Bike Yoga
 - Bike and Beer night
 - A bicycle race (through Manitoba Cycling Association)
 - Bike repair workshops
 - Cycling skills workshops
 - Discounts for cyclists at participating retailers
 - Bike to Work Day
 - Celebration Barbeque event
- Hire an Event Coordinator to manage the details of the event
- Hire a Volunteer and Pit Stop Coordinator
- Sign-up people that ride bikes through an on-line registry
- Solicit support and prizes to be drawn for from the registered riders
- Plan and provide an advertising campaign based on available resources
- Develop new T-shirt design and coordinate sales
- Engage community organizations to host Pit Stops on Bike to Work Day
- Partner with community groups, bicycle groups, and corporate organizations

5. Quality measures

Deliverable	Measure
Engage people who ride bikes and/or support bicycle culture	<ul style="list-style-type: none"> ■ Registrations numbers
People are aware of the event	<ul style="list-style-type: none"> ■ Earned media events ■ Sponsor contacts made ■ Registration/Social media
People feel good about event	<ul style="list-style-type: none"> ■ Follow-up e-mail survey of registered participants ■ Feedback from planning committee ■ Feedback from individual events
People commuting on Bike to Work Day	<ul style="list-style-type: none"> ■ Perform bicycle counts ■ Count registrations

6. Deliverables

✓	Deliverable	Due	Lead
✓	Develop contract and hire Sponsorship Coordinator	Oct. 1/13	Dave
✓	Project Charter and budget	Oct. 16/13	Dave
✓	Reserve space at Forks	Oct. 2013	Andraea
✓	Revise current Facebook and Twitter accounts and promote through social media	Nov. 2013 – June 2014	Kayla/Rich/Suzy
✓	Develop list of possible events for Bike Week 2014	Dec. 2013	All
✓	Pit Stop/Volunteer Coordinator hired?	Dec. 2013	Dave
✓	Assign leaders for each Bike Week events (form sub-committees as required) Leaders are responsible for identifying event needs and insuring that all elements are in place for the event to take place. Leaders also to assist in creating and helping distribute/expand the promotion for their individual event.	Dec. 2013	Dave/Andraea
✓	Media/Marketing Committee Formed	Jan. 2014	Rich/Andraea/ Dave
✓	Key sponsors approached	Dec. 2013 – Jan. 2014	Andraea
✓	Development of marketing strategy, branding and logo	Jan.. 2014	Andraea/Dave/ Anna-Laure
✓	Cross promotion with winter events	Jan. 2014	Anders/Dave/ Andraea
✓	Photography for new website	Jan 2014	Rich
✗	Get Bike Week dates submitted to various calendars (Green Manitoba, Diabetes, Heart and Stroke, Wpg in Motion, EcoNetwork)	Jan.. 2014	Andraea
✓	Website development	Jan. 2014	Andraea
✓	Proposals submitted to all sponsors	Feb. 2014	Andraea
✓	First newsletter sent out to previous participants e-newsletters from Jan. to June	Mar. 2014	Andraea/Dave
✓	Media plan developed	Mar. 2014	Rich
✓	Website launch	Apr. 2014	Andraea/Dave/
✓	Registration page changed to sign up for e-newsletter	Apr. 2014	Andraea/ Mackenzie
✓	T-shirt supplier and details confirmed	Apr. 2014	Andraea
	Events confirmed but final details to be confirmed		
✓	1919 Labour ride – Strike Bike	Apr. 2014	Mark
✓	Bicycle Yoga (Yoga Public to lead)	Apr. 2014	Shoni/Dave
✓	Bike and beer Night (DT Biz potential lead)	Apr. 2014	Dave
✓	Tweed Ride	Apr. 2014	Andraea/Dave
✓	Moveable Feasts (expand to other Biz groups)	Apr. 2014	Stephanie
✓	Coordinate with MEC BikeFest	Apr. 2014	Andraea/Dave
✓	Bike Priorities Workshop	Apr. 2014	Mark/Anders
	Planned event with final confirmation/details still outstanding		
✓	Bike Shops and WRENCH (community shops) for Sunday bike shop day event	Apr. 2014	Currie/Dave
✓	Monday breakfast	Apr. 2014	Andraea/Cheryl
✓	MCA bike race	Apr. 2014	Currie/Dave D.
✓	Group rides (Community groups potential leads)	Apr. 2014	Currie

✓	Deliverable	Due	Lead
✓	Engineering/infrastructure Theme Ride (Stantec potential sponsor) Eric Dixon and David Jack contacted	Apr. 2014	Mark
✓	Art Theme Ride (Winnipeg Arts Council potential sponsor)	Apr. 2014	Mark
✓	Bike Polo	Apr. 2014	Dave
✓	Prize sponsors solicited	Apr. 2014	Currie
✓	Advertising budget confirmed	Apr. 2014	Dave
✓	Advertising details developed and confirmed	Apr. 2014	Advertising committee
✓	Graphic design complete (T-shirt, poster, etc)	Apr. 2014	Andraea
✓	Existing banners updated	Apr. 2014	Dave
✓	Main sponsorship confirmed	Apr. 2014	Andraea
✓	Contact VIP's/government and arrange participation – James Allum?	Apr. 2014	Andraea/Curt
✓	Bus boards/banners (pit-stop/BTWD) designs completed	Apr. 2014	Dave/Rich
✓	Contact pit-stop sponsors (previous and new) and coordinate with Pit Stop Coordinator	Apr. 2014	Andraea/Anna – Laure/Rich
✓	Contact previous pit-stop groups Do call out for new volunteers (e-news, social media, website)	Apr. 2014	Anna –Laure/ Andraea
✓	Sale of T-shirts advertised/distributed to various lists	May 2014	Andraea/Kaye
✓	Establish survey requirements/details – Jeremy on board for design, delivery, and analysis	May 2014	Bike Winnipeg/ Mark
✓	Confirm pit-stops	May 2014	Anna –Laure
✓	Order additional pit-stop banners required	May 2014	Dave
✓	PSA/Event listings researched and confirmed	May 2014	Cheryl
✓	Confirm Emcee for BBQ and speakers for media launch etc.	May 2014	Andraea/Curt
✓	Book photographer for BW events	May 2014	Rich/Andraea
✓	Posters printed and distributed	May 2014	Andraea
✓	Prizes confirmed	May 2014	Currie
✓	Media release to City -	May 2014	Andraea/Rich
✓	Secure permits for BTWD BBQ (special events/liquor, etc)	May 2014	Andraea
✓	Book Bike Valet and food/beverages for BBQ	May 2014	Andraea
✓	Volunteer T-shirt delivery and begin distribution	May 2014	Andraea/Kaye
✓	Sale and distribution of participants T shirts	May 2014	Insta-Prints
✓	Event Schedule on-line (updating as info provided)	May 2014	Andraea/Dave
✓	TV commercials with City TV	May 2014	Andraea
✓	Confirm other TV support (Global/CTV)	May 2014	Andraea
✓	Check into available bands for BBQ	May 2014	Andraea
✓	Poster/handbill/print advertising distribution	May 2014	Andraea
✓	Media Event	June 2014	Andraea/Dave
✓	Free Press ad submitted	June 2014	Andraea/Liz
✓	Pit Stop Communication/Logistics confirmed Send out poster	June 2014	Anna -Laure
✓	Map of Pit Stops on-line/create pit-stop poster	June 2014	Anna -Laure
✓	Volunteers confirmed	June 2014	Anna –Laure/ Jeremy Hull
✓	Barbeque details confirmed (booking of band, security, Emcee, etc)	June 2014	Andraea
✓	Coordinate Bike Powered concert system needs/location/support (Andy) including rental of needed equipment	June 2014	Andraea

✓	Deliverable	Due	Lead
✓	Event location logistics (permitting, permissions etc.)	May 2014	Andraea
✓	Pit Stop Materials distributed (at meeting)	June 2014	Anna -Laure
✓	Sponsorship Materials delivered	June 2014	Andraea
✓	Event materials delivered/in place	June 2014	Andraea
✓	Assignments communicated to confirmed volunteers	June 2014	Anna -Laure
✓	Bike counts for Bike to Work Day	June 2014	Anders/Jeremy Hull
✓	Documentation including day of social media	June 2014	Andraea
✓	Statistics gathered (pit-stop counts, bike counts, etc)	June 2014	Anna-Laure/ Jeremy Hull
✓	Final Report Delivered	July 2014	Andraea
✓	Sponsorship Thank you delivered	July 2014	Andraea
✓	Collect all photos for storing in 1 location	July 2014	Andraea/Dave
✓	Collect and store Pit-Stop banners (to be stored at Dave's)	July 2014	Andraea/Dave

7. 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 all deliverables are met to timetable and constraints ▪ Co-media contact with Event Coordinator
Past Project Manager	Curt Hull	<ul style="list-style-type: none"> ▪ Provide assistance and advice
Sponsorship Coordinator	Andraea Sartison	<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	Anna Laure Koop	<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	Andraea Sartison	<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	Rich (Dave/ Andraea)	<ul style="list-style-type: none"> ▪ Work with event coordinator & PM to develop a marketing plan ▪ Put together and liaise with marketing sub-committee ▪ Manage the message" ▪ Write media releases ▪ Help with media event at City Hall prior to the event ▪ Help to design and facilitate 2014 branding (photos and posters)
Media	Andraea/Dave	<ul style="list-style-type: none"> ▪ Coordinate media events/interviews ▪ Enlist media team/participants.
Social Media	Kayla Chafe/Rich Bracken	<ul style="list-style-type: none"> ▪ Develop/manage social media ▪ Coordinate with communications/media lead ▪ Put together and manage sub-committee/volunteers to update
Community Centre Liaison	Joseph Gatien	<ul style="list-style-type: none"> ▪ Community centres are enlisted to host Pit Stops, Group Rides, ...
Group Ride Coordinator	Curt (Dave)	<ul style="list-style-type: none"> ▪ Organize leaders for group rides
T-shirt sales	Andraea/Dave	<ul style="list-style-type: none"> ▪ T-shirts sales and inventory managed
Prizes / swag	Currie Gillespie	<ul style="list-style-type: none"> ▪ Liaison with bike shops ▪ Solicit, collect, and distribute swag
Communication / Media	Richard Bracken/ Andraea/Dave	<ul style="list-style-type: none"> ▪ Developing media opportunities ▪ Monitor social media including website ▪ Message is managed (i.e. What's read / heard / seen)

Role	Name	Responsibilities (Ensure that ...)
Mechanic Volunteers	Anna Laure Koop	<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
Bike Race	Dave Dorning/ Currie	<ul style="list-style-type: none"> ▪ Bike Race
City of Winnipeg liaison	Kevin Nixon	<ul style="list-style-type: none"> ▪ Public officials are informed (e.g. Politicians, police, public works)
Statistics management and Metrics	Anders and Jeremy Hull	<ul style="list-style-type: none"> ▪ Organize cycling counts on BTWD ▪ Provide information/stats for a final report
Website management/ updates	Andraea/ Dave	<ul style="list-style-type: none"> ▪ Update website information ▪ Work with Marketing/Advertising committee on messaging

8. 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 riders	<ul style="list-style-type: none"> ▪ E-newsletters monthly or as needed 	<ul style="list-style-type: none"> ▪ Andraea
Employers	<ul style="list-style-type: none"> ▪ By way of Commuter Challenge 	<ul style="list-style-type: none"> ▪ Dave
Public	<ul style="list-style-type: none"> ▪ Advertising: posters, electronic media, media events 	<ul style="list-style-type: none"> ▪ Dave/ Andraea

9. Constraints

- Bike Week will be from Saturday June 14 to Friday June 20, 2014
- 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)
- Avoid sponsor (financial and media) resource conflicts with Commuter Challenge.

10. Assumptions & Risks

- \$20,000 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

9b. MEDIA RELEASE & ADVISORY

Winnipeg, MB- The first annual Bike Week Winnipeg will take place this year from June 16-22. Bike Week Winnipeg will present 7 days of bike programming, including the 7th annual Bike to Work Day on Friday, June 20th.

Bike-friendly events will be held in every corner of the city such as traveling dinners, group rides, and workshops, as well as leisure and cultural events that encourage all Winnipeggers to get on their bikes and ride. The main event, Bike to Work Day, will see an anticipated 4000 commuters pedaling to work.

Bike Week Winnipeg is run by the same volunteer planning committee of bike enthusiasts who have organized Bike to Work Day since 2009. The main impetus for growing the event is to open up participation from commuters to any Winnipegger who rides a bike for sport, leisure, transportation and to promote a love of bikes city wide.

By partnering with other events such as Mountain Equipment Co-op's BikeFest, Downtown Biz' Travelling Feast, bike polo, Bike Winnipeg's cycling workshop and Woodcock Cycle's group ride, Bike Week Winnipeg is able to offer a smattering of events for many different age groups and abilities. On June 20th, Bike to Work Day will feature an estimated 50 pit stops open city wide from 6:30-9:00 am, offering free food and beverage for riders who drop in. Pit stops are run by volunteers and organizations including community centers, libraries, bike shops and our generous sponsors. An all day pit stop at The Forks welcomes commuters from 9:00-3:00pm. To cap off the day all, Bike Week Winnipeg participants are invited to the Half Pints Bikes & BBQ party at Oodena Celebration Circle at The Forks, with free Boon Burgers for the first 500 cyclists and Half Pints' special Pedal Pusher Ale for purchase. Winnipeg's only bike powered concert system, powered by attendees, will amplify the concert by local musicians. New this year, participants do not have to register for the event, but simply show up on a bike to join in. All Bike Week Winnipeg events are open to the public, and free unless otherwise indicated on our website. Please see attached list of events for further info.

-30-

Bike Week Winnipeg is a celebration of people riding bicycles. It's for everyone. Whether you ride for recreation, fitness, transportation, sport, or just for fun – if you enjoying riding a bike, then Bike Week Winnipeg is for you! For more information, visit www.bikeweekwinnipeg.com.

7th Annual Bike to Work Day, this Friday, June 20th as part of Bike Week Winnipeg.

Winnipeg, MB – On June 20, Bike to Work Day will feature 60 pit stops open city-wide from 6:30 a.m. - 9:00 a.m., offering free refreshments, bicycle repairs and prizes for riders who drop in. Pit stops are run by volunteers and organizations including individuals, Winnipeg Police Service, non-profit organizations, community centres, libraries, bike shops and Bike Week's generous sponsors.

A group ride to visit many stops will begin at Assiniboine Park and follow the route listed--- this is a great photo opportunity.

- 6:50 a.m. CAA Pit Stop**
North side of Assiniboine Park Footbridge
- 7:30 a.m. Olympia, Canadian Mental Health, Wolseley Residents Pit Stop**
Omand's Creek- Olympia Cycle's Stop
- 7:45 a.m. CAA Pit Stop**
The Legislature (SW corner of the grounds)
- 8:00 a.m. North West Company Pit Stop**
Bonnycastle Park
- 8:15 a.m. City TV Stop**
City TV

The MPI all-day pit stop at The Forks welcomes commuters from 9:00 a.m. - 3:00 p.m.

To cap off the day, all Bike Week Winnipeg participants are invited to the Half Pints Bikes & BBQ party at Oodena Celebration Circle at The Forks, with free Boon Burgers for the first 500 cyclists. Winnipeg's only bike-powered concert system, powered by attendees, will amplify the concert by Sol James and Brooke Palson. There will be a grand prize draw at 5:45 for a new bike donated by Woodcock Cycle.

New this year, participants do not have to register for the event, but simply show up on a bike to join in. All Bike Week Winnipeg events are open to the public.

Bike Week Winnipeg is a celebration of people riding bicycles. It's for everyone. Whether you ride for recreation, fitness, transportation, sport, or just for fun – if you enjoy riding a bike, then Bike Week Winnipeg is for you! For more information, visit the [Bike Week Winnipeg website](#).

Media Inquiries: Andraea Sartison, Event Coordinator 204.333.2666

9c. BIKE WEEK PRODUCTION SCHEDULE

Date	Task	Who
	Liquor License	Andraea
	Send posters to print	Andraea
	Map online	
	Send promo email to committee	Andraea
Monday, June 9		
	Send out enewsletter about media launch	Andraea
	Confirm food with Grace	Andraea
	Follow up email sent to media list	Cheryl
Tuesday, June 10		
10:00 AM	Go over speaking notes	Dave & Andraea
10:30 AM	Pick up food & drink from GRACE	Andraea
10:30 AM	Andy sets up Bike Powered System (in or outside)	Andy
10:30 AM	Bring shirts, banners & flags from Eco Centre & Distribute	Dave
11:00-11:30 AM	MC Event	Dave
11:00-11:30 AM	Take Pictures	Anna-Laure
11:00-11:30 AM	Speak	Andraea, Dave, Kayla
11:00-11:30 AM	Ride bike system	ALL
12:00 PM	Give pictures to Andraea	Anna-Laure
	Transport pit stop materials to MTYP	Andraea
	Deliver 10 x 4 Banner to The Forks	Andraea
	Pick up posters	Andraea
	Maps delivered to MTYP	Currie
Wednesday, June 11		
6:30 PM	Final pit stop stuffing	Anna-Laure
7:30 PM	Pit Stop Meeting at MTYP	Anna-Laure
Thursday, June 12		
	Send out enewsletter with details on Weekend events	Andraea
	Remaining pit stop packages delivered to Eco Centre	Andraea

Friday, June 13		
11:00am-5:00 PM	Sponsor Deliveries	Andraea & Anna-Laure
	Count and prepare food/drink coupons	Andraea
Saturday, June 14		
	Bike Week table at Clara Hughes Event	Andraea & Dave
	Draft all final enewsletters (day by day)	Andraea
Sunday, June 15		
	Enewsletter Monday breakfast reminder	Andraea
	Put together all supplies for BBQ in boxes at The Forks	Andraea
	Take flags & banners home	Andraea
	Final enewsletter edits returned to Andraea	Dave/Rich
Monday, June 16		
	Enewsletter Tuesday Event Feature	Andraea
6:15 AM	Bring flags & banners to MTS Centre	Andraea
6:15 AM	Set up Bike Valet	Cheryl & Kaye
6:30 AM	Dry run of bike valet	Committee Members
6:45 AM	Interview with Global at Breakfast	Andraea
2014-06-08 6:30 AM	Set up banners & flags and start to wave people in	
6:45-9:00 AM	Run Bike Valet	Cheryl & Kaye
7:40 AM	Global Interview	Stephanie
8:00 AM	Announcements at Breakfast	
8:40 AM	UWinnipeg interview with Global	
9:00-9:30AM AM	Strike & Clean up	All
	Pick up banner from Eco Centre and bring to Yoga	Stephanie
12:00-6:00 PM	Free Bike Tune Up	Dave D.
12:00-12:45 PM	Yoga in the Park	Downtown Biz
PM	Pick up banner from Eco Centre and brings to MTYP	Mark
6:00 PM	Drop in Bike Polo	Bike Polo
6:00 PM	No Drop RIDE	MEC
6:30-9:30 PM	Your City, Your Priorities	Bike Winnipeg

Tuesday, June 17		
	Return Banner to Eco Centre	Mark Cohoe
	Enewsletter Wednesday Event Feature	Andraea
6:30 PM	Easy Peasy Bike Ride	Woodcock
6:30 PM	Point Douglas Art/Bike Tour	Bike Winnipeg
Wednesday, June 18		
	Enewsletter Thursday event feature	Andraea
12:00-12:45 PM	Spin Class in the Park	Dave & Kayla
4:30 PM	Birds Hill Bikes & Beer	Downtown Biz
6:30 PM	MEC Group Ride	MEC
7:00 PM	Free Try Out Ride	Winnipeg Cycling Club
8:30 PM	Art Ride	Mark
Thursday, June 19		
	Enewsletter Bike to Work Feature	Andraea
	Prize Bike delivered to The Forks	Currie
	Pick up banner at Eco Centre for Crit Race	MCA rep
12:00- 12:45 PM	Yoga in the Park	Downtown Biz
5:00 PM	A moveable Feast	Downtown Biz
6:00 PM	No Drop RIDE	Woodcock
6:30 PM	Golden Boy Crit Race	MCA
9:00 PM	Pick up banner from crit race	Andraea
	Pick up flags from Eco Centre	Andraea
Friday, June 20- Bike to Work		
6:00AM-7:00 PM	Post on FB & twitter	Kayla & Rich
6:00-9:00 am	Assist with pit stops	Various committee members
6:30-9:00 am	Bike Counts	Jeremy
6:30-8:45 am	Sponsorship pit stop visits	Andraea
	City TV Interview 1	
	City TV Interview 2	
	CTV interview 1	

	CTV Interview 2	
6:30 AM	Set up banner & flags at Esplanade and City TV	
6:50 AM	Prepare for group ride at Assiniboine Park	Dave & Kayla
7:00 AM	Depart Assiniboine Park- CAA Stop # 1	Dave & Kayla
7:20 AM	Arrive Omands' Creek	Dave & Kayla
7:30 AM	Depart Omand's Creek	Dave & Kayla
7:40 AM	Global Interview 1	Andraea
7:45 AM	Arrive Legislature-CAA Stop # 2	Dave & Kayla
7:50 AM	CTV Interview 3	
7:55 AM	Depart Legislature	Dave & Kayla
8:00 AM	Arrive Bonnycastle Park	Dave & Kayla
8:15 AM	Depart Bonnycastle	Dave & Kayla
8:20 AM	Arrive City TV pit stop	Dave & Kayla
8:30 AM	Interview with CTV 3	
8:45 AM	Global Interview 2 on Esplanade	Anna-Laure
8:45 AM	Set up Forks all day pit stop	Andraea
8:45 AM	Pick up Tall Grass Cinnamon Buns	Andraea
9:00 AM	Pick up banner and flags from Esplanade and City TV	Andraea
9:00 AM	Move to The Forks Pit Stop	The WRENCH & MPI
9:00 AM-3:00 PM	Run All Day pit stop	Anna-Laure
9:00-11:00A M	Pick ups at pit stops	Myrna & Kayla
9:00 AM-3:00PM	Banner return	Anna-Laure
11:00 AM	Send enewsletter	Andraea
2:00-4:30PM	Set up for BBQ	Andraea
2:00 PM	Bike Valet on site at Oodena	Amanda
3:00 PM	Scavenger Hunt Packages dropped off at The Forks	Sylvie
4:00 PM	Half Pints on Site for set up	Half Pints
4:30-7:00 PM	Run BBQ	Andraea
4:30-7:00 PM	Scavenger Hunt prize table	Kaye
4:30-7:00 PM	Assist with Bike powered system	Dave and Curt
4:30-7:00 PM	Pour Beer	Rich & Cheryl
2014-06-09 5:00 PM	First 30 minute music set	Heitha
6:00 PM	Prize Draw & Announcements	Dave E.
6:15 PM	Second 30 minute music set	Heitha
6:00 PM	No Drop Ride	Woodcock
6:00 PM	Bike Polo	Bike Polo
7:00 PM	Strike BBQ	Andraea
8:00 PM	Bring Banners and flags to Andraea's house	Andraea
8:00 PM	Store bike powered system	Andraea

Saturday, June 21		
9:00 AM	Pick up banners and flags from Andraea's House	Currie
10:00 AM	Strike Bike	Mark
10:00 AM- 2:00 PM	Sage Creek Community Bike Ride	Qualico
1:00 PM	Sage Creek Group Ride	Currie
1:30 PM	Sage Creek Group Ride	Currie
PM	Return banners and flags to Andraea's house (434 Horace St)	Currie
2:00 PM	Strike Bike	Mark
Sunday, June 22		
11:30 AM	Bring flags and banners to MEC Bike fest	Andraea
12:00-5:00 PM	Run Bike Week table At MEC BikeFest	Andraea & Dave
1:00-4:00 PM	Record Interviews	Tyler
7:00 PM	Infrastructure Ride	Kaye
Monday, June 23- Friday, July 4		
	Deliver final reports	All committee members
	Return supplies as needed	All committee members
	Get all missing banners	Anna-Laure
	Final enewsletter	Andraea

9d. SAMPLE SPONSORSHIP PACKAGE

Proposal of Sponsorship version 2

HALF PINTS

for

Bike Week Winnipeg

INTRODUCTION

May 12, 2014

Dear Zach Mesman,

I would like to extend my thanks again to you and Half Pints for your past donations and ongoing support of our event. Bike to Work Day has grown enormously since its inception, much of which is due to our partnerships with organizations like yours (everyone loves pedal pusher ale). To view our 2013 Final Report and take a look at what was achieved last year please visit: biketoworkdaywinnipeg.org/finalreport.pdf

2014 marks the first annual Bike Week, an extension of our Bike to Work programming inviting all Winnipeggers to get on their bikes and ride. Bike Week will run June 16-22, and will feature a variety of workshops, group rides and events. Bike Week is a celebration of people riding bikes and the programming will focus on widening our reach from commuters, to families, students, retirees and any Winnipegger who enjoys riding a bike.

The 7th annual Bike to Work Day will take place as part of the Bike Week festivities on June 20, 2014 with over 50 event locations around the city. The day will end, as always, with the Bike to Work BBQ at The Forks. This is a free party for all who arrive by bike featuring local musicians, Winnipeg's one and only bike-powered concert system, free Boon Burgers and (we hope) kegs of pedal pusher ale.

Based on your request the following document offers Half Pints title sponsorship of our afterwork VIP BBQ party and status of "Bike Week's official beverage sponsor".

This is a draft proposal, it is flexible and can be customized to further meet Half Pint's needs and objectives. I look forward to working with you this year and am excited to present this proposal of sponsorship to Half Pints on behalf of Bike Week Winnipeg 2014.

Sincerely,

Andraea Sartison

PLANS FOR BIKE WEEK: June 16-22, 2014

pre-event Sunday, June 15

- Bike shop day. Promotions and deals at bike shops
- Bicycle mechanical and safety workshops including opportunities to get your bike checked and adjusted
- Promoting Bike Week at Manitoba Marathon

Monday, June 16

- Bike Week kick-off breakfast downtown
- Lunch time bike yoga
- Bike Winnipeg workshop to discuss and build upon the City of Winnipeg Cycling Strategy by gathering input on where the cycling community

Tuesday, June 17

- Manitoba Cycling Association criterium race at the Legislature

Wednesday, June 18

- St Boniface bike party hosted by Festival du Voyageur, Provencher Biz & CAISSE Financial
- Bikes and Beer tour with Downtown Biz
- Mechanical workshops
- Strike Bike - historical downtown tour commemorating the Winnipeg General Strike

Thursday, June 19

- Travelling Feast by bike hosted by Downtown Biz

Friday, June 20

- 7th annual Bike to Work Day
- Tweed Ride & Group Rides
- Bike Week VIP BBQ for sponsors, participants and volunteers at The Forks to wind down the event including free food and beverage, live entertainment powered by the bike-powered concert system

Saturday, June 21

- Bike in Movie at a downtown location
- Potential Bike Bizarre sponsored by the WRENCH

Sunday, June 22

- Manitoba Equipment Co-op's Bikefest at The Forks

SPONSORS & PARTNERS

2014 Partners:

- Climate Change Connection
- Reconnaissance Management Company Inc
- UWSA Bike Lab
- Green Action Centre
- Bike Winnipeg
- Downtown Biz & Exchange Biz
- The W.R.E.N.C.H.

2013 Sponsors of Bike to Work:

- City of Winnipeg
- Manitoba Public Insurance
- Tire Stewardship Manitoba
- Manitoba Egg Farmers
- Peg City Car Co-op
- Assiniboine Credit Union
- The North West Company
- Caisse Group Financial
- Manitoba Hydro
- Qualico

In 2013 in kind sponsors:

- Canadian Automobile Association
- One Brand Design
- Winnipeg Free Press, City TV
- The Forks
- Lightvisions
- Pattison Outdoor
- Natural Cycle, Gords Ski and Bike Shop, Olympia Ski and Cycle (Portage), Bikes and Beyond
- Parlour Coffee, Stella's Cafe & Bakery, Tim Hortons, Half Pints, Diversity Foods, Tall Grass Prairie
- Frogbox

PROPOSED BENEFITS & ASSETS OF BIKE WEEK SPONSORSHIP \$3000.00

Following is a list of proposed benefits that can be further modified to suit Half Pints' needs and objectives.

1. Sponsorship

1a. **Bikes & BBQ Party presented by HALF PINTS**

- Non-exclusive presentational sponsorship
- Host the over 500 cyclists who visit the BBQ party to wrap up their work day on June 20, 2014. This attentive audience is made up of Bike Week supporters including volunteers and pit stop hosts. It is Bike Week's highest profile event and will be promoted in all of our event advertising.

2. On-site

2a. Opportunity to host, run contesting, provide giveaways and distribute promotional material at:

- The Half Pints Bikes & BBQ Party. This may include running a draw to give away a Half Pints prize pack, distribution of Half Pints coupons or swag etc.

3. Event and Corporate Signage

3a. Inclusion in Bike Week generated advertising as follows:

- 10 downtown signboards displayed May & June
- Sponsorship thank you posters to be displayed at all event locations around the city

3b. Opportunity to provide additional corporate signage at

- The Bikes & BBQ Party presented by Half Pints
- Put up a Half Pints tent at the Bikes & BBQ party to sell half pints gear.

4. Hospitality and Networking

4a. Opportunity to engage the public and your members:

- at the Bikes & BBQ Party presented by Half Pints
 - Have your employees volunteer to host cyclists at the Bikes & BBQ party by handing out beverages or beverage coupons.
 - Beverage coupons can be made available at the Half Pints tent for those who arrive by bike

4b. Inclusion in volunteer benefits

- 4 Bike Week t-shirts
- Complimentary dinners and drinks at the Bike Week BBQ for Half Pints staff
- Discounted or free tickets at select Bike Week events (to be determined)

5. Information and Technology

5a. Bike Week will link directly to a website of your choosing from bikeweekwinnipeg.com

5b. Bike Week will provide event information and post-event statistics for Half Pints's own promotional use (newsletters, reports, web etc)

6. Speaking Opportunity

6a. Have a Half Pints executive host the stage at the during the Half Pints Bikes & BBQ Party, say a few words and help to hand out prizes if you like. If you would like to provide a prize to raffle off to volunteers only, this would be an ideal venue to announce the winner.