



2018 Final Report



Art Ride, Photo Credit Bike Winnipeg

Prepared by Fête Jockey
Bike Week Project Managers
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Introduction

June 18-24, 2018 marked the 7th annual Bike Week in Winnipeg - a week long celebration of riding bikes for everyone.

The event kicked off with the week's flagship event: Bike to Work Day on Monday, June 18. Bike to Work Day began 11 years ago as a fun method to encourage cycling and active commuting in Winnipeg, initiated by the newly formed Bike to Work Day planning committee. After a few years of event growth and success the committee chose to expand its offerings to Bike Week, while still maintaining Bike to Work Day as one of its core offerings.

61 events were held throughout Bike Week in every corner of the city (and even outside of the perimeter). This included educational activities, family events, cultural excursions, mechanical assistance and group rides.

A new event this year, Ciclovia, wrapped the week long festival up at The Forks, on Sunday, June 24th. While Ciclovia has been happening in Winnipeg for 9 years as part of Downtown Winnipeg BIZ's ManyFest in the fall, this was the first year it made its way into Bike Week's schedule, produced by Bike Week Winnipeg. It was a great fit, a full day festival celebrating bicycles and active living catering to families.

It's worth noting that the event continues to grow in popularity each year, and its reach extends annually. In addition to building on past success, the weather during Bike Week was perfect and a major factor in seeing increased awareness about the event and more participation at all events.



Bike to Work Day Group Ride Photo Credit Sarah E Photography

Planning Process



Photo Credit Bike Week Board/Planning Committee

In 2017 Bike Week officially became a not-for-profit organization and formed a Board of Directors. The Board is responsible for Bike Week as an organization, including its financial security, and drafting and executing plans for stability and long term development. This formal restructuring was done in response to a strategic planning session carried out in early 2017, the Board is responsible for implementing the strategic plan.

In some ways 2018 was a transitional year for Bike Week, administratively speaking. The previous structure of having a volunteer Project Manager manage various contracts (Sponsorship Coordinator, Event Coordinator, Pit Stop and Volunteer Coordinator) was replaced by one paid Project Manager contract.

The Board hired Event Production company Fête Jockey to act as Project Managers and Event Coordinators for the 2018 event. While Fête Jockey, as a business, were new contractors to Bike Week, both of the company's co-owners Andraea Sartison and Jennie O'Keefe had worked for Bike Week in the past, with either one having been involved in leading or assisting the planning for the past eight years.

Fête Jockey was responsible for event planning and management, pit stop and volunteer management, sponsorship, and promotion including managing Bike Week's website, newsletters and social media throughout the year.

Fête Jockey reported to the Board, but also created three Committees to engage the wider cycling community, hear from diverse voices, and generate event ideas. The Committees consisted of cycling champions from across Winnipeg, some who worked directly with cyclists in their jobs, and some who were strong advocates for cycling but worked in other sectors, or were

retired. The three Committees met once a month and once a week in the month of June. The Committee meetings were carried out back to back allowing for people to be a part of multiple committees, with each committee meeting being only 30 minutes long. The three Committees were:

1. **Bike Week Event Committee-** responsible for brainstorming event ideas to make a well rounded Bike Week program. Assisting, or taking responsibility for, carrying out event ideas during the week.
2. **Ciclovía Committee-** brainstorming ideas for the first Bike Week led Ciclovía, and assisting in event realization by planning or managing aspects of the event or volunteering on the day of.
3. **Marketing Committee-** assisting Fête Jockey in developing and carrying out a marketing plan for Bike Week.

Overall, the event planning was carried out successfully with the biggest successes being the integration of new voices on the Planning Committees, centralizing all event management under one staff position through Fête Jockey, and an amazing first Ciclovía event as part of Bike Week.

Recommendations

- In future years the communication process between the Board and the Project Managers should be formalized in order to make sure the full Board is involved in decision making, and aware of the events' process, and to make planning more efficient. One way this can be done is by:
 - Setting more regular (monthly) meetings between Board and Project Managers and create protocols on communications between the two.
- Continue with committee planning/brainstorming structure. Ideas should grow out of the committee, be formalized by the Project Managers, be presented to the Board for approval, and then executed by the Project Managers with assistance from the Board/Committee as necessary and appropriate.
- Reduce involvement of the Board on the Planning Committee(s) (more of an oversight role, or assisting the Project Managers rather than active participant). This will allow for more leadership, investment and ownership from Planning Committee members who are not on the Board and/or do not have a long history with the event. Eventually the Planning Committee may become a place where potential Board Members are introduced to/build a relationship with the organization.

Events

Bike Week Events

Between June 18-24 (+ a few days leading up) there were 66 bike themed events that took place around Winnipeg as part of Bike Week. These ranged from cultural events, to sporting events, group rides, bike tune ups, seminars and workshops.



Ride Outside the Lines Photo Credit Emily Christie

Some highlights and new activities this year include:

- **The Fam Jam-** taking place a week before Bike Week, this was a family bike event including bike rodeo/activities and a group ride that served as a launch for Bike Week.
- **Ride Outside the Lines-** a ride celebrating women and non-binary folk that saw record numbers and included a number of fun pit stops like a costume photo shoot, and drinks in a backyard garden (see above photos).

- **The World's Shortest Bike Lane** events- pop up events that were highly visible and popular on social media hosted by Winnipeg Trails Association. Tiny (one car length) bike lanes popped up around town providing photo opps.
- **Traditional Trails World's Indigenous Led Ride**- Hosted by the WRENCH and led by Adrian Alphonso and Justin Larrivee this event highlighted the Metis history of the Downtown/St Boniface areas via a 2 hour group ride.
- **Spinners 2018 Seniors Cycling Group Rides**- while this is an ongoing cycling group, they had two rides occur during Bike Week and had new participants join in who heard of it through the Bike Week event listing. These rides checked off our desire to expand to the south end of the city (St. Vital) and offer rides to seniors.
- **Ride Don't Hide** a fundraiser/awareness campaign for the Canadian Mental Health Association which saw 310 riders participate in a group ride led by Bike Week Chair of the Board Dave Elmore. Over \$46,000.00 was raised with this initiative.



The Downtown Biz Moveable Feast Photo Credit Bike Week Board/Planning Committee

Bike Week was responsible for running the Suits and Heels on Wheels group ride and media launch, Bike to Work Day, the Family Fun Ride and Ciclovía. Bike Week continues to maintain strong relationships with third party organizations who invest time and energy each year in running their own events as part of the week long celebration.

Below is a full listing of events throughout the week:

Date	Event Name	# of attendees
Sunday, June 10th		
1:30pm	The Fam Jam: West Broadway- Wolseley Family Bike/Wheel Jam	150
Tues, June 12th		
11:00am-6:00pm	Pit Stop Meeting	n/a
Friday, June 15th		
9:00am	Suits and Heels & Bike Week Media Launch	33
Saturday, June 16th		
11:00am-2:00pm	Learn to Bike from St Vital Park to The Forks	*
8:30am-4:00pm	MPI Cycling Champions Course	6
Sunday, June 17		
11:00am-12:00pm	Learn to Bike from Kildonan Park to the Forks	*
10:30am	Blessing of The Bikes	*
Monday, June 18		
6:30am-9:30am	Bike to Work Day Pit Stops	4200+
All Day	Winnipeg Trails Shortest Dutch Bike Lane (Main Street)	40
6:30am-9:30am	Ride and Go Seek	123
10:00am	UMCycle Expansion Project Ribbon Cutting	40
6:45am-8:15am	Group Ride Assiniboine Park	40
9:00am-3:00pm	All Day Pit Stop at The Forks	100
11:00am-5:00pm	UMCycle Summer Kiosk	4
12:00-1:00pm	Bike Yoga in the Park	30
1:00-5:00pm	UWSA Bike Lab	*
5:30-10:00pm	Moveable Feast	28
6:00-8:30pm	South Osborne Bike Hub-open shop	7
6:00-9:00pm	Bike Dump-Women + Queer Identifying Open Shop	*
7:00-9:00pm	Bike Winnipeg: Infrastructure Ride	25
Tuesday, June 19		
10:00am-2:00pm	Spinners 2018 Seniors Cycling Group Ride (Maple Grove Park to St.Adolphe and return)	*
All Day	Winnipeg Trails: Worlds Shortest Danish Bike Lane (South Osborne)	20

12:00pm	The Lunch Hour Ride @ UMCycle	6
5:30pm	Orioles Bike Cage Pedal Parade	12
6:00-9:00pm	Orioles Bike Cage-open shop	12
6:00-9:00pm	Bike Dump-Open Shop	17
6:30pm-8:30pm	Woodcock Cycle: Easy Peasy Family Bike Path Ride	12
Wednesday, June 20		
10:00am-2:00pm	Spinners 2018 Seniors Cycling Group Ride (St.Anne's Rd Superstore and ride through South St.Vital)	*
All Day	Winnipeg Trails: World's Shortest Dutch Bike Lane (Hargrave St)	50
12:00-12:30pm	UMCycle Summer Kiosk: Lunch and Learn (learn to fix a flat)	5
12:00-1:30pm	Exchange Biz: Getting Around in the Original Downtown	30
1:00-3:00pm	UWSA Fab Lab (trans, non-binary, women)	*
4:00-8:00pm	SOBH Pop Up Shop	25
6:30-8:00pm	Family Fun Ride	11
7:00-8:30pm	Winnipeg Cycling Club "Gentle Road Ride"	22 (2 new came bc of BW promo)
Thursday, June 21		
6:00-8:30pm	South Osborne Bike Hub-open shop	11
12:00pm-12:30pm	UMCycle Summer Kiosk: Lunch and Learn (Adjusting Brakes)	1
12:00-5:30pm	The WRENCH- Open Shop	114
1:30-6:30pm	UMCycle Summer Kiosk: Community Stand	6+
6:00-8:30/9pm	Woodcock Cycle: Intermediate Road Ride	8
6:30-8:30	Bike Winnipeg: Green Building Council Ride	18
7:00-10:00pm	Coop Velo Citi Open Shop	*
7:00-9:00pm	Ride Outside the Lines	40
Friday, June 22		
4:30-8:00pm	Bikes and Beer	0 (Rained out)
All Day	Winnipeg Trails: World's Shortest Dutch Bike Lane (Corydon)	50

5:30-6:30pm	Velodonnas Cycling Club Introductory Ride Clinic	0 (rained out)
6:00pm-8:30/9pm	Woodcock Cycle: Destination Ride	0 (rained out)
6:00pm- Sat, June 23rd 1:00pm	Third Annual Woodcock Cycle Family Campout (to coincide with the Great American Campout) open to all!	5 (plus volunteers)
Saturday, June 23		
9:30am	Practice Ride to The Winnipeg Folk Festival	31
10:00am-2:00pm	Orioles Bike Cage-open shop	25
10:00-2:00pm	MPI Bike it Course	6
10:00am-12:00pm	Bike Winnipeg: Ride The Red History Tour	18
12:00-3:00pm	SO Bike Hub/Lord Roberts Bike Rodeo	5
1:30pm	West End Bike Tour hosted by the West End Biz	*
Sunday, June 24		
9:30-2:00pm	Ride Don't Hide	300+
10:00am	Churchill Park United- Ride to Church	8
11:00am-5:00pm	Ciclovía	6000+
1:00-3:30pm	Bike Winnipeg: Art Ride	41
1:00-4:00pm	Bike Dump-Open Shop	*
1:00pm	Manitoba Recumbent Cyclists-Show & Shine	8
1:00-3:00	The W.R.E.N.C.H.- Traditional Trails: Indigenous Led Group Ride	25+
	*= did not report numbers	

Bike to Work Day

Bike to Work Day is where this program all began, and it remains one of the strongest events of Bike Week. This year the event that is traditionally held on Friday, was moved to Monday to launch the week. This allowed Bike Week to be bookended by two strong events - Bike to Work Day and Ciclovía.

With 69 pit stops open from 6:30-9:00 am on Bike to Work Day, and beautiful weather, it was impressive to see a record amount of cyclists riding to work.

Instagram, Facebook and Twitter were popular ways of promoting each pit stop and were very busy on the morning of boasting pictures of massage tables, lemonade stands, vintage bikes, riders in costume, mechanics at work, and bike polo.



Photo Credit Sarah E Photography

The annual group ride had approximately 40 cyclists and used a slightly different route on the north side of the river instead of Wellington Crescent, stopping at Bourkevale Community Centre, Laura Secord School, and ending at Bonnycastle park rather than the Forks.

Ride and Go Seek, an activity that encourages cyclists to visit at least 8 pit stops between 6:30 and 9:00 am was very popular with over 120 cyclists participating.

The All Day Pit Stop was set up by the WRENCH's satellite location at The Forks for the first time and was co-hosted by the WRENCH, Bike Week and Bicycle Valet Winnipeg. This way, riders could valet their bikes and come to The Forks for lunch and/or get a few repairs. Giveaways abounded throughout the day including Jazz Fest tickets, sponsors' swag, and Bikey McBikeface (Half Pints' Radler) vouchers for some lucky guests. The All Day Pit Stop remains a great spot to meet with pit stops after they have closed down, receive banners returns and pit stop counts, and interact with the public.

Pit Stops

Pit Stops signed up through an online form on www.bikeweekwinnipeg.com. While some pit stop hosts signed up on their own, e-mails were also sent to the hosts from 2016 and 2017 inviting them back and directing them to the website.

The online form obtained their contact info, their location, as well as what they would be giving away at their stop. Almost every stop provided water, coffee and snacks, and most had giveaways related to their businesses or neighbourhood businesses. Some notable examples were free massages from Anchor Massage and free spinal examinations from Norwood Chiropractic.



Photo Credit Kristian Jordan



A pit stop meeting was held the week before on June 12th at The Forks, where pit stops picked up packages that included their banners, a sponsor acknowledgment poster, volunteer t-shirts, and bike lube. They also received sample size Hemp Hearts, Ciclovía bandanas and the new 2018 Winnipeg Cycling Maps to give away. Almost everyone made it to the meeting, and alternate arrangements were made for those who were unable to pick up their package that day.

There were pit stops of all sizes, from flashy to simple. Misericordia Health Centre hosted a live band and Green Action Centre had an interactive green screen and a cameo appearance of Terra the Frog. The Exchange District BIZ partnered with 6 other businesses (Natural Cycle,

Generation Green, Anchor massage, Aveda Institute, Number TEN Architecture & Bronuts) making for a lot of giveaways and an attractive stop for cyclists, especially based on their location (Stephen Juba Park on Waterfront Drive- see below).



Photo Credit Kristian Jordan

There were also some first time pit stops, including iQmetrix, whose pit stop was located on Wolseley between Telfer & Clifton (a busy bicycle route). Their pit stop was simple with only water and snacks, but they cheered on 92 cyclists, had a great time and plan to come back next year.

The busiest pit stops were MPI (Esplanade Riel) and Ecole Laura Secord with Verde Juice Bar and Urban Systems (at Laura Secord School). They both recorded 303 cyclists.

After 9am the hosts were able to drop off their banners at the All Day Pit Stop at the Forks until 3pm, or drop it off at Ciclovía from 11am-5pm at the Forks the following Sunday.

The most challenging part of Pit Stop planning is making arrangements for all 69 stops to pick up their packages and return their banners. This is because of the sheer number of pit stops there were, making it difficult for one or two meeting days to work for everybody. Pit stops were less successful at returning their banners than they were picking up their packages, even though they had more options of places to return them to. While every effort is made to

accommodate banner return, it is a simple fact of running the event of this size and lending material out, sometimes it will not return. Those who do not return their banners were be invoiced for the cost of the banner.



Laura Secord Pit Stop and All Day Pit Stop Bike to Work Day Photo Credit Bike Week Board/Planning Committee

Pit Stops reported having a great time at Bike to Work Day. Hosts were happy with the weather, enjoyed meeting the cyclists who came through and felt good overall about promoting cycling in the city.

Name(s) of Group(s) hosting Pit Stop	Pit Stop Location	# of cyclists
17 Wing Winnipeg	Yellow Ribbon Trail at Whytewold Road	172
20/20 Eye Care	Bishop Grandin Greenway & Dakota St	42
Ai-Kon	177 Lombard Ave at the corner of Rorie	50
Armstrong & Small Eye Care Centre	1140 Portage Avenue	26
Assiniboine Credit Union / Fools & Horses	Fools & Horses, corner of Broadway and Edmonton	85
Assiniboine Park Conservancy	In Assiniboine Park - South End of Portage Ave. Foot Bridge	78
Bike Valet	All day pit stop at The Forks	
Bike Winnipeg	Rover @ the Disraeli AT Bridge	*
Bikes and Beyond	227 Henderson Hwy	73
Boeing Winnipeg	West side of roundabout Moray and Sturgeon	49
Bourkevale Community Centre	Bourkevale Community Centre, 100 Ferry Rd (Ferry and Assiniboine)	80
CAA Manitoba	Assiniboine Park near the footbridge	55
CAA Manitoba	Legislative Building, SW grounds	255
Canadian Mennonite University	500 Shaftesbury Blvd (corner of Grant Ave and Shaftesbury Blvd)	77

Canadian Mental Health Assoc.	Portage & Lenore (930 Portage Ave)	20
CNIB	1080 Portage; on the corner of Portage and Dominion	25
Coop Vélo-Cité & Caisse Groupe Financier	205 Provencher Blvd	41
Ecole River Heights School	Grosvenor and Elm/Oak	10
Edmund Partridge School	1874 Main st	*
Emergent BioSolutions	Pembina Hwy @ Chancellor Matheson	29
Engineers Geoscientists Manitoba & Dillon Consulting	870 Pembina Highway (NB Pembina @ Harrow)	30
Exchange BIZ with Natural Cycle, Generation Green, Anchor massage, Number 10 arch.	Bannatyne at Waterfront Drive	203
FortWhyte Alive	North entrance of our property off of Sterling Lyon Parkway	1
Green Action Centre and Investor Group	Portage and Memorial	56
Health Sciences Centre	The corner of Sherbrooke Street and McDermot Avenue	110
Hugh John Macdonald School	567 Bannatyne Ave.	35
IBEX Payroll & Chaeban Ice Cream	421 Mulvey Ave. East	67
iQMetrix	Wolseley between Telfer and Clifton	92
Lifemark Nature Park Way	Southwest corner of Kenaston and Sterling Lyon (in front of Seasons of Tuxedo)	30
Manitoba Institute of Trades & Technology	1551 Pembina Highway	126
Manitoba Institute of Trades & Technology	130 Henlow Bay	36
MB Ministry Centre	1310 Taylor Avenue	11
MEC Winnipeg	303 Portage Avenue, in front of MEC Winnipeg	*
Misericordia Health Centre, West Broadway Biz, GetChecked Manitoba	the south west corner of Sherbrook and Wolseley	217
MPI	Esplanade Riel	303
n8 Chiropractic (Dr. Nick Simoes & Dr. Darrin Thorvaldson)	917 St. Mary's Road (across from Louis Riel School Division HQ)	18
Nature Manitoba/ Climate Change Connection	Norwood Bridge beside Lyndale Drive	*
Norwood Chiropractic Centre & Norwood BIZ	2-3 St. Mary's Rd	30
Orioles Bike Cage (west end cycle commuters)	St. Matthews Avenue, intersection with Burnell Street, S.W. corner	*
Peg City Car Co-op	Assiniboine Avenue, at the Louis Riel Statue	*
Rady JCC	Wellington Crescent and Doncaster Street	57
Red River Co-op	1123 Gateway Road,	40
Red River Co-op	1681 Grant Avenue	10
Red River Co-op	190 St. Anne's Road	10

Red River College	North Side of Omands Creek footbridge	220
Robb Massey's Sprockids & Elmwood High School	Pioneer Gateway trail at Chalmers Ave	66
SEED Winnipeg Inc.	80 Salter Street	10
Sport Manitoba	145 Pacific Ave	64
Stantec		65
Sturgeon Heights Community Centre	210 Rita St. (near Portage and Moray in behind Boston Pizza)	*
Transcona BIZ	Pandora & Hoka (Transcona)	*
Transcona Trails	Corner of Regent Avenue and Peguis Street.	61
Transport Canada - Green Commute Committee	Edmonton and Ellice	13
University of Manitoba	Sidney Smith and Currie Place by the UMCycle Kiosk (Fort Garry campus)	125
University of Manitoba	727 McDermot Avenue (Brodie Centre Entrance)	*
Urban Systems, Verde Juice Bar, Ecole Laura Secord School	Ecole Laura Secord School-960 Wolseley Avenue	303
UWSA Bike Lab	University of Winnipeg Shipping Containers	25
Wawanesa Mutual Insurance Company	Wawanesa Parking Lot, on Fort just north of Broadway	*
West End BIZ	Central Park	26
West End BIZ	Sargent @ McGee (ZooHky Memorial Mural)	11
West Kildonan Library	365 Jefferson Avenue at Powers Street	34
Windsor Park Public Library	1195 Archibald St.	50
Winnipeg Folk Festival	Old Market Square @ King and Bannatyne	111
Winnipeg Police Service, Cops for Kids, Millennium Library, CBS	WPS HQ Graham and Smith Corner	57
Winnipeg Roller Derby League Inc.	Main at Stradbrook (west side of Main, median section between Stradbrook southbound and northbound)	35
Winnipeg Urban Polo Association	201 Portage Ave	22
Woodcock Cycle & Yellow Derry Cafe	433 St. Mary's Rd	*
WSP	Assiniboine and Garry Street	225
Ralph Brown Community Centre	Corner of McGregor and Machray	17
* = Business did not report number of cyclists		

Ciclovía

The tradition of Ciclovía began in Bogota, Colombia, as a celebration of open streets. 9 years ago this concept was launched in Winnipeg by a small group of cycling enthusiasts (most of whom also pioneered the original Bike to Work Day) with the support of the Downtown Winnipeg BIZ. Over the years the event expanded to a full weekend festival called ManyFest and as this transformed Ciclovía began to lose some of its original purpose.



Ciclovía tabling Photo Credit Kristian Jordan

After much discussion, in 2018 Ciclovía became a part of Bike Week and was a roaring success. Moving from Broadway to The Forks, Ciclovía ran on Sunday, June 24th from 11:00am-5:00pm and acted as the closing event of Bike Week.

Featured as part of Ciclovía were:

- A stage with musical acts Mama Cutsworth, Nation of Two, SC Mira and Sweet Alibi as well as the Teakle Family Circus
- Free bicycle parking with Bicycle Valet Winnipeg
- Third + Bird Artisan Market
- A fitness zone for free yoga, Kurrent Motion hula hooping and zumba classes
- Free massages by Anchor Massage and spine assessments by Norwood Chiropractic
- Tabling featuring organizations in Winnipeg that champion cycling and active living including:
 - Natural Cycleworks
 - Canadian National Institute for the Blind
 - Peg City Car Co-op
 - Canadian Automobile Association
 - Climate Change Connection
 - Winnipeg Trails Association
 - Bike Winnipeg
 - Bike Week

- Woodcock Cycle
- Mountain Equipment Co-op
- Winnipeg Public Library
- Green Action Centre
- Norwood Chiropractic
- Anchor Massage
- The Bike Dump
- UMCycle
- University of Winnipeg Students Association Bike Lab
- Velodonnas Cycling Team
- Thrill Riders Bicycle Rescue
- Orioles Bike Cage
- City of Winnipeg, Active Transportation Division
- The W.R.E.N.C.H.
- MS Society
- Manitoba Recumbent Cyclists



MEC Tire Change Competition Photo Credit Kristian Jordan

Highlights included:

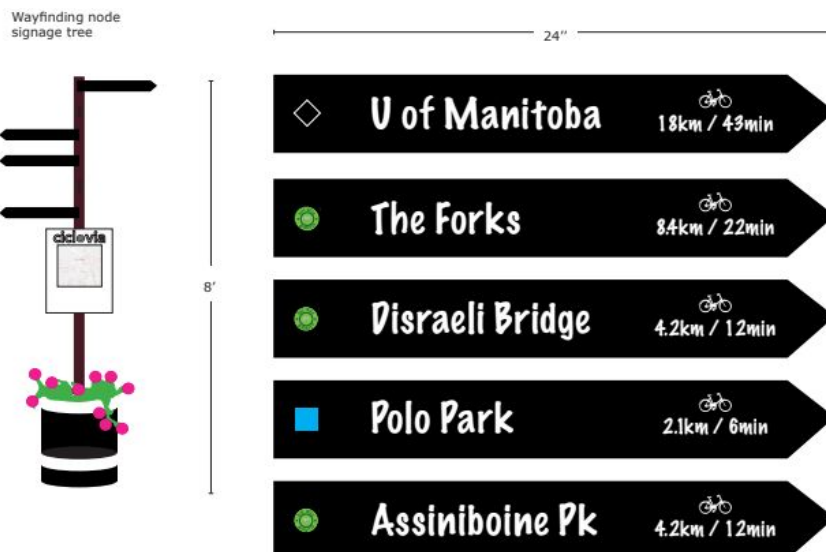
- The Mountain Equipment Co-op (MEC) Fun Tire Change Competition, led by Bike Week and sponsored by MEC. 3 heats of 3 mechanics each time competing for who can change a tire the fastest.

- A Dutch Dinking (slow bike) competition hosted by Winnipeg Trails Association where the winner won original pieces of art.
- Swing Dancing demos and workshops hosted by Swing Dance Winnipeg under the canopy.



Dutch Dinking at Ciclovía Photo Credit Kristian Jordan

Bike Week hired Winnipeg Trails Association to create wayfinding signage directing people from all corners of the city downtown to The Forks. These were installed along the designated bike routes, closed by the city of Winnipeg, in order to make the streets more bike friendly for the day. Winnipeg Trails designed beautiful planters with large signposts that pointed the way to The Forks, as well as promoting other beautiful cycling paths.





Family Wheel Jam Photo Credit Winnipeg Trails Association

Recommendations

- Increase the amount of events catering to families, women and non-binary people
- Continue to reach out to areas outside of the city centre to increase awareness of Bike Week and expand the amount of events taking place all over the city
- Work with Winnipeg Trails Association, Bike Winnipeg and other organizations to animate the closed routes to Ciclovía with programming, installations, group rides, activated nodes etc.

The following are recommendations from the planning committees/board:

- Moving Bicycle Valet closer to the Ciclovía main event area for more visibility
- Theming all Ciclovía activities around the bicycle, at least in title. I.e. the Hula Jam is based on wheels
- Expand the tire change competition at Ciclovía to Mechanic Olympics with other events
- Host targeted clinics during bike shop open hours and/or at Ciclovía i.e. brake clinics, basic care etc.
- Get commercial bike shops (Olympia, Woodcock, Bikes & Beyond etc) involved in Ciclovía
- Feature bike dancing at Ciclovía
- Feature bike demos like Kids of Mud at Ciclovía
- A celebrity MC for Ciclovía
- Use Bike to Work Day more as a way to promote all the events happening throughout the week

Volunteers

55 people signed up to be volunteers at this year's Bike Week using an online form. This does not include the many volunteers from various organizations, groups and/or communities that took part in the 69 pit-stops as part of Bike to Work Day or put on Bike Week events of their own. An email was sent out to previous volunteers reminding them to sign up. Volunteers fulfilled several different roles on Bike to Work Day and Ciclovía.

Bike to Work Day:

- Mechanics
- Pit Stop Volunteers
- All Day Pit Stop Volunteers

Ciclovía:

- Set Up Crew
- Ciclovía table Crew + tie dye station
- Tear Down Crew
- Ciclovía Cycling Route Patrols



Bike to Work Day Pit Stops Photo Credit Bike Week Board/Planning Committee

Bike to Work Day Duties

Mechanics (15 people)– For the pit stops who were unable to provide a mechanic Bike Week made every effort to provide one for them. There were a few stops where Bike Week was unable to provide a mechanic, and those pit stops were made aware of other stops nearby with mechanics that cyclists could visit so they could direct riders there on Bike to Work Day. Bike Week also posted a Bike Mechanic 101 Video for Pit Stops hosts. Pit Stop mechanics assisted cyclists with their bikes as they visited pit stops. For the most part this included only minor items

like pumping tires and lubing chains, however in some cases where actual bike mechanics volunteered more items could be checked/repaired.

Pit Stop Volunteers (12)- Assigned to be present at pit stops throughout the city that needed additional assistance at their stop. Some of these stops included our sponsors such as MPI and Red River Co-op. Their jobs may have included cheering on cyclists and handing out giveaways.

All Day Pit Stop Volunteers (7)- Worked at the All Day Pit Stop at The Forks. They handed out free coffees, bike maps and hemp hearts. They also received banners from the various pit stops who were returning theirs and answered cyclists' questions about Bike Week.

Ciclovía Duties

Set Up Crew (4)- Assisted in setting up tables, banners and chairs the morning of Ciclovía at The Forks.

Ciclovía Table Crew (10)- Greeted cyclists at the Bike Week Winnipeg table, received banners, answered questions, handed out bike maps and hemp hearts. There was a tie dye station, and one Bike Week volunteer specifically requested to work her shift there.

Tear Down Crew (4)- Collapsed tables, stacked chairs, folded up banners, and cleaned up from Ciclovía.

Volunteers were provided with snacks throughout their shift, as well as a complementary Bike Week t-shirt.



Photo Credit Kristian Jordan

Bike Week saw many returning volunteers- notably two people who met while volunteering at Bike Week and who have worked together each year for the last few years. They requested to work together again this year and plan to come back again. Bike Week also had new volunteers who were interested in engaging in the cycling community and thought Bike Week was a great way to get involved.

The most challenging part of volunteer management was the people who didn't show up for their shift. It was anticipated this might happen, and so more people were scheduled than necessary in some stations. This is a good thing to be aware of in the future.

The volunteer t-shirts were also, in some cases, problematic. In particular, some volunteers picked up their t-shirts at the pit stop meeting, but then never attended their shift. Others requested t-shirt sizes that by the time they arrived for their shift, were all gone. This could perhaps be avoided by clarifying t-shirt sizes in advance (in the online form) and have the t-shirts tagged with their name on it, ready at their station when they arrive.

Volunteer shifts were typically 2 hours long at the All Day Pit Stop or Ciclovía, while the mechanics and pit stop volunteers worked about 3 hours. The tear down crew for Ciclovía was only scheduled for an hour.

127 volunteer hours in total were worked over the course of Bike Week in these roles. The Bike Week planning committee put in a combined estimated 250 hours including meetings and assisting with major events. The Bike Week Board also put in a combined estimated 100 hours attending meetings and assisting with events as well as an additional 300 hours of volunteer time dealing with the administration of Bike Week Winnipeg. Many of the week's events were

run by volunteers, or organizations volunteering their staff and resources. While these numbers are more difficult to estimate, it is important to note that Bike Week is heavily reliant on volunteers, partnerships and grassroots community initiatives. It is not an event solely run by the board and staff, but rather one that engages with diverse groups all over Winnipeg to work together on the common goal of promoting that “Bike Week is for everyone.”

Sponsorship

Bike Week is reliant on a dedicated group of sponsors in order to make the event successful year to year. Throughout the years the City of Winnipeg, Manitoba Public Insurance and Assiniboine Credit Union and Half Pints Brewing Company have been steadfast in their support of the event, sponsoring 11 years of Bike Week and Bike to Work Day.

Bike Week was not successful in obtaining any new cash sponsors in 2018; and the amount of sponsorship dollars from returning sponsors diminished, or in some cases sponsors did not return. The reductions were not a result of dissatisfaction of past sponsors and in fact most companies indicated they loved the event but had a change to their budgets or funding priorities for 2018. Many new companies were approached; however, only in kind sponsors were confirmed. This is partly due to timing and capacity concerns on the part of the Project Managers.

On a positive note, increases were seen with Half Pints sponsorship who donated a percentage of all Bikey McBikeface sales (a beer specifically brewed for Bike Week) to Bike Week Winnipeg. In addition, in kind sponsors were extremely valuable for prizes and giveaways.

Cash Sponsors:

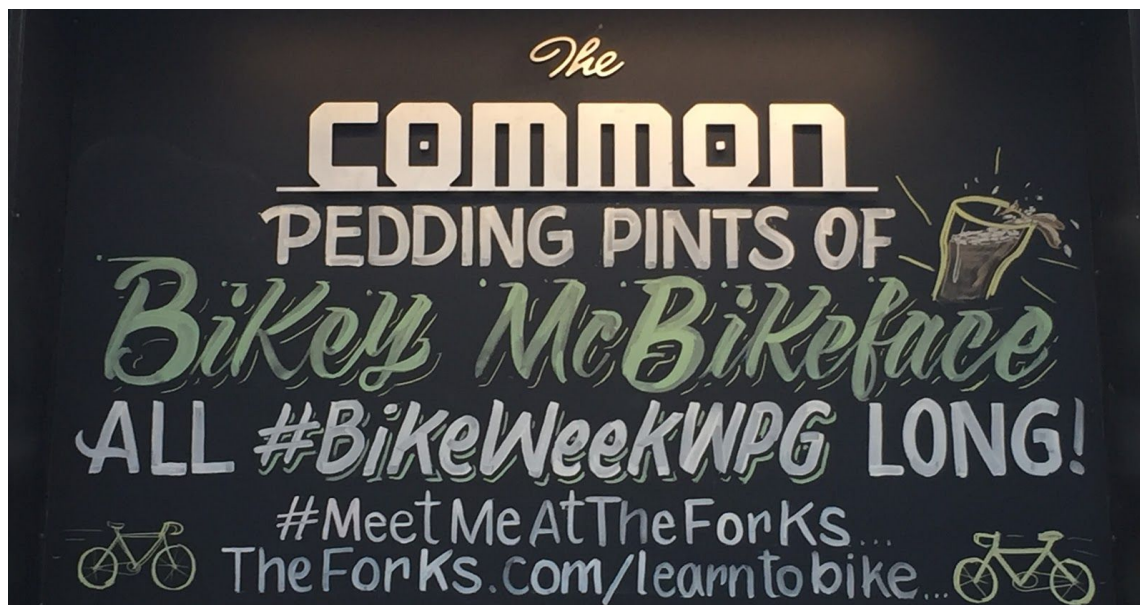
- The City of Winnipeg
- Manitoba Public Insurance
- Assiniboine Credit Union
- Mountain Equipment Co-op
- Dillon Consulting
- Stantec Consulting
- Urban Systems
- Half Pints Brewing
- Downtown Winnipeg BIZ

In kind sponsors:

- The Forks
- Bicycle Valet Winnipeg
- All pit stops and partner organizations who contributed valuable staff and infrastructure towards Bike to Work Day, Ciclovia; and, those who hosted Bike Week Events

Prize/giveaway sponsors:

- Manitoba Harvest
- Red River Co-op
- Sprint Cycle
- Mountain Equipment Co-op
- Jazz Winnipeg
- Woodcock Cycle
- Olympia Cycle & Ski on St Mary's Road
- Olympia Cycle & Ski on Portage Avenue
- Sportchek
- Diamond Gallery
- Anchor Massage



Recommendations

- Sponsorship recruitment should begin as soon as possible, September or October at the latest.
- A more thorough list of who to approach and ask should be created by the Project Managers in consultation with the Board.
- Grants and fundraising options should be pursued to supplement wavering corporate sponsorships.
- Past in kind sponsors should be approached for cash sponsorship.
- Organizations who were involved in bike week as volunteers, prize sponsors and planners should be approached for small cash sponsorships in 2019.

Budget

The budget for Bike Week was managed by the Chair of the Board primarily, with some assistance from the Treasurer. The Project Managers did not have access to adjust the budget without consent of these two parties, but were responsible for all cost negotiations between Bike Week and third party contractors and vendors.

Items of note are an increase in funding from the City of Winnipeg, because of the addition of Ciclovía into Bike Week programming, as well as a one time contribution from the Downtown Winnipeg Biz towards Ciclovía programming.

Based on the new event structure, which eliminated both the Bike Thru Breakfast and the Bike Week BBQ (from previous years), these event expenses were saved and rolled into the larger Ciclovía programming budget to accommodate the new, larger bike festival.

This budget does not include the large amount of in kind donations and price reductions contributed by The Forks, The City of Winnipeg, Bike Valet, and various other in kind sponsors who helped make the event possible.

REVENUE	
City of Winnipeg	\$40,000.00
MPI	\$1,000.00
ACU	\$1,000.00
MEC	\$1,000.00
Dillon Consulting	\$1,250.00
Stantec	\$1,500.00
Urban Systems	\$500.00
Half Pints	\$856.50
Downtown Winnipeg Biz	\$5,000.00
T-shirt sales	\$40.00
Interest	\$39.29
TOTAL REVENUE	\$52,185.79
EXPENSES	
Event Coordination	\$30,000.00
Insurance	\$2,329.56
Food/Beverage	\$631.20
Ciclovía Entertainment	\$6112.74

Ciclovia Equipment/Space Rental	\$918.75
Ciclovia Programming	\$1,200.00
Bike Valet	\$990.00
Pit Stops	\$446.89
T-shirts - volunteers	\$2,689.40
Bandanas	\$1,248.65
Marketing/Printing/Signage	\$7,695.76
Miscellaneous	\$316.10
TOTAL EXPENSES	\$54,201.74

Note: The net difference between the total revenue and total expenses was covered using a portion of Bike Week Winnipeg's previous budget carryover.

Recommendations

- The Project Managers should be able to access and alter the budget within the overall amount approved by the Board. This will increase efficiency and effectiveness, while reducing room for error.
- A financial process should be established by the Board, and communicated to the Project Managers in regards to preparing financial reports for each Board meeting, cheque requests and budget approvals. This process should be recorded in written document.
- It is recommended that Bike Week run a fundraiser towards the 2019 event. With changing sponsorship landscapes this might be an effective way to secure finances.

Promotion

Bike Week promotes itself in creative ways with a limited budget. This includes social media, medial releases, event listings, digital/online media and print, as well as word of mouth and leveraging the extensive Bike Week network. Below is an overview of what was done in 2018.

Suits and Heels on Wheels Ride

Bike Week is launched each year via the Suits and Heels on Wheels ride. This year, the event took place on June 15th prior to Bike Week. 33 gathered at The Forks to participate in the ride to City Hall, dressed in their best. It was a perfect spectacle to garner attention, but more importantly a gathering of supporting and engaged citizens.



At City Hall Mayor Brian Bowman, Board Members Dave Elmore and Kayla Chafe, Fête Jockey representative Andraea Sartison and planning committee member Anna Weier spoke to the crowd gathered. Topics were about why each individual loved to ride their bike, event history, cycling in Winnipeg and Bike Week 2018 event plans.

Overall the event was a great way to spread the word to those present, but there was a limited amount of media present in comparison to previous years. Winnipeg Free Press had a photographer present, CTV, and CKUW attended and spoke with guests afterwards.

One of the reasons Bike Week saw less media, besides a dwindling media landscape in Winnipeg, was likely that for the first year the City of Winnipeg did not send out Bike Week's media release on the organization's behalf. This had been done in the past as the City is a major sponsor, and obviously has a greater impact with media than Bike Week working alone.



Social Media

Social media was increased this year, with a larger presence on Instagram and Facebook than in previous years. \$609 of ads/post boosts were purchased on Facebook, garnering 22,334 people reached, 2781 post engagements and 975 link clicks over the duration of the ads' run.

On Facebook the key Bike Week activities (Bike to Work Day, Suits and Heels and Ciclovía) were added as their own events making them easy to share and promote.

Overall the Facebook page reached 26 000+ people in June only, and garnered 140 new likes over the course of the month. <https://www.facebook.com/BikeWeekWinnipeg/?ref=bookmarks>

The Bike Week Instagram and Twitter presence increased and grew in followers as well, ending with 758 and 1318 followers respectively. <https://www.instagram.com/bikeweekwinnipeg/>
<https://twitter.com/bikeweekwpg?lang=en>

A critical path that detailed all content that was to be posted was created in early 2018. New this year was the use of online design program Canva that allowed Bike Week to create its own designed content. Overall about 60 images were created this way including a daily event listing, Ciclovía announcements, sponsorship thank yous, Bike Week countdowns etc.

Some content was scheduled in advance on Facebook allowing for a frequent posting status. Facebook and Instagram were managed by Fête Jockey while Twitter was managed by Board Chair Dave Elmore.



Website

<http://www.bikeweekwinnipeg.com> remains the most important place to host and disseminate all Bike Week information. This includes the full event schedule, t-shirt orders, event details and history, the pit stop list and map. It remains one of the focal points of the organization.

The website was updated by both the Board Chair Dave Elmore and by Fête Jockey almost daily in the spring leading up to the event.

Newsletters

This year, Bike Week released 10 newsletters via online mailing system Constant Contact that reaches over 5000 subscribers. Launching in February around Winter Bike to Work Day, this was a vehicle to communicate event announcements and details leading up to June.

Between February-May communications were sent out monthly and also highlighted cycling events in the community that were not organized by Bike Week. In June communications increased to once a week and twice a week during the actual event.

All 2018 newsletters were shared on social media and can also be viewed here:

<https://www.bikeweekwinnipeg.com/past-e-newsletters/>

Printed Promotion

There were two kinds of printed promotion in 2018: handbills and posters.

The handbills were similar to previous years, with basic event information and the web page. 1200 were distributed beginning in May, most through Bicycle Valet who attached them to bike handlebars at each of the major events they participated in including all of the Jets White Out parties.

Posters were designed by Matt Veith Design, one for Bike Week and one for Ciclovía. 400 were printed (200 of each design) and these were distributed via a local postering company, at the Pit Stop meeting and via Board and Planning Committee members.

Marketing/Media reception

The media was not as engaged this year as they have been in previous years, with the exception of Ciclovía. The addition of Ciclovía was big news and during the event day CBC, CTV, AMI (Accessible Media) and City TV came down to The Forks for interviews.

<https://ckuw.ca/programs/detail/people-of-interest>

<https://www.cbc.ca/news/canada/manitoba/ciclovía-winnipeg-bike-week-2018-1.4720048>

<https://www.ctvnews.ca/video?clipId=891395>

Branding

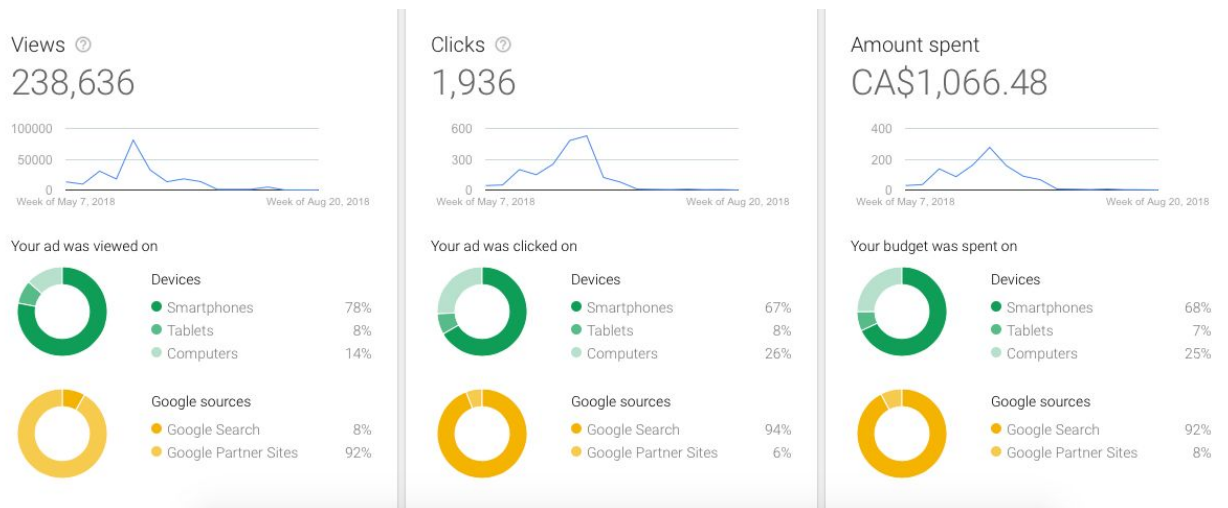


There was much debate with the Bike Week Board about rebranding Ciclovía for 2018, or if Bike Week would incorporate the previous year's Downtown BIZ branding. It was decided not to rebrand in 2018, partially due to cost. However; Matt Veith was hired to create a Ciclovía poster and his Ciclovía design was very strong, and incorporated the Bike Week logo. Bike Week then asked Matt to use his suggestion as the new branding for Ciclovía. This was seen on posters, banners, and bandanas printed and distributed this year.

Google Ads

For the first year, Bike Week focused its marketing budget towards online advertising, rather than print. While in the past Bike Week had purchased ads and boosted posts on social media, 2019 marked the first year the organization forayed into Google Ads, giving up previous

methods which have included bus and bus stop advertising, downtown Winnipeg signboards, TV ads and billboards. While the ad was successful in garnering attention to the website, perhaps its best values were that a) money was spent based on how well the ad did and b) there was comprehensible ad tracking. See below.



Other

The Ciclovía wayfinding signage created by Winnipeg Trails was in place one week prior to the event and acted as a promotion for the Ciclovía event.

Recommendations

- Coordinate Twitter messaging with Instagram/Facebook messaging, so messaging and timing of when information is shared with the public is consistent.
- Create a Bike Week handbill/brochure that has the full schedule and distribute around the city (a la JazzFest, for example)
- Update the media contact list provided by Green Action Centre for a more accurate list of media for sending out the 2018 media advisory and releases.
- Focus messaging. With many great initiatives such as Ride and Go Seek, the Best Pit Stop award, #WhyIRide it is not possible to promote all of them at once. Bike Week needs to choose its marketing priorities and handles for ultimate success.
- As in years prior to 2018, pursue media sponsors for in kind promotion on radio and TV.

T-Shirts/Scruffs

The 2018 T-Shirts were designed by James Culleton. 350 were printed and given away to sponsors, volunteers and as promotional items at the Bike Week group ride and Suits and Heels on Wheels Ride. The shirts received great feedback for their design.



Shirts and jackets (pictured above) were also available for purchase in other fits and fabrics than a standard t-shirt. This website was set up through Instant Imprints. Very few purchases were made online.

Bike Week also printed 500 scruffs (neck scarves) to give away to volunteers and at pit stops. They were designed using the Ciclovía logo, and were popular giveaways.

Recommendations

- Continue to use an artist to create a unique t-shirt design each year
- Secure other swag option (like the scruff) as a promotional item, and as an alternative to giving away/printing so many shirts
- Do not do online sales, the amount of administration broken down into website design and build and contract negotiation/communication with the t-shirt contractor is not worth the amount of sales. That said, if the shirts were available earlier and swag was completely redesigned so that it focused less on annual branding and more on a bike related shirt someone might wear day to day this could be a potential revenue stream. However; the hours of management can not be overlooked.

Closing Remarks

Over all, Bike Week 2018 was a very successful event. Though it was a transition year in regards to the administrative structure; the Board, Project Managers and Planning Committees

worked very well together in order to not only achieve past successes, but continue to grow the event in numbers and in reach to diverse audiences.

The planning structure will be more smooth in coming years as each party (the Board, the Committees and the Project Managers) develop, clarify and fine tune specific roles and communication strategies

In future years the emphasis on “it’s for everyone” (the idea that Bike Week should cater to all people) should lead the focus for programming, and the continued diversification of membership in the Committees and on the Board.

A suggested focus for 2019 would be on diversification of funding sources, strategizing for increasing in financial/in kind partners, and continuing to refine the communication strategy to reach more Winnipeggers through media and the expansion of Bike Week’s network.