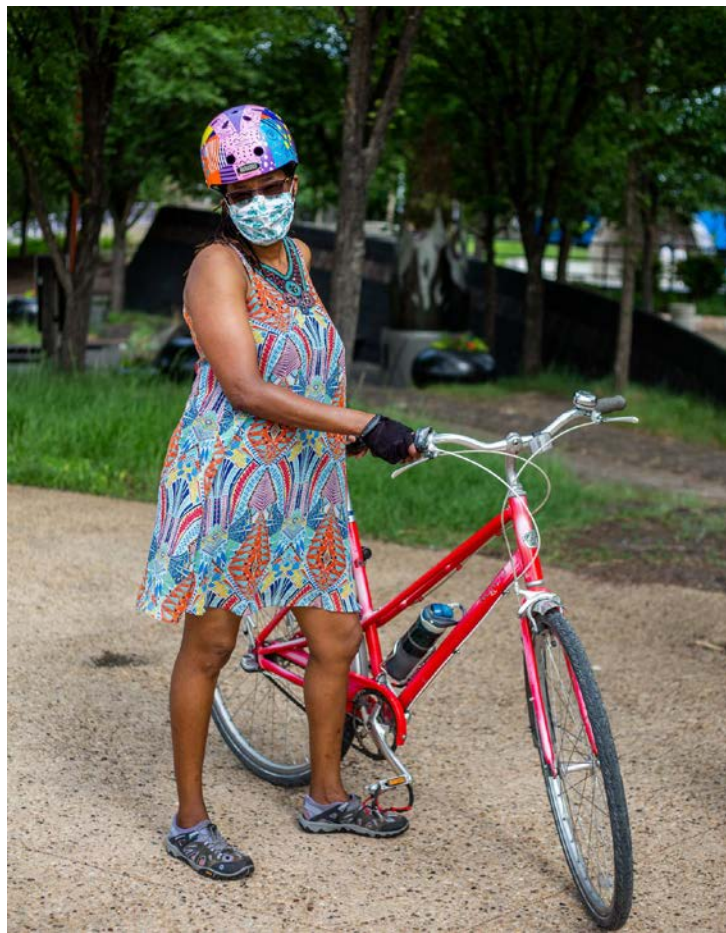




2021 Final Report



Kat Willson Photography

Prepared by Fête Jockey
Bike Week Project Managers
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Introduction

After a brief pandemic driven pause in 2020, June 7 - 13, 2021 marked a brave return of Bike Week in Winnipeg - a week-long celebration of riding bikes and those that ride them.

Bike Week has grown in popularity every year, with thousands of Winnipeggers and hundreds of businesses participating in our many events. In 2019, Bike Week featured 69 different bike themed events with 7000 people participating in events throughout the week and over 3500 people visiting pit stops on Bike to Work Day.

Last year, due to COVID-19, 2020's Bike Week was significantly reduced and events pivoted to be 100% virtual with a focus on independent rides.

Bike Week's hope for this year was to have as many in person events as possible while following the current gathering restrictions from the Province of Manitoba. What transpired was a hybrid event of in person and virtual rides, with mostly independent rides and DIY experiences.

Planning Process

In 2017, Bike Week officially became a non-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.

Fête Jockey Events has been employed since 2018 to act as Event Producers. They were responsible for managing the event expenses, event planning and management, pit stop and volunteer management, sponsorship, and promotion including managing Bike Week's website, newsletters and social media.

Fête Jockey reported to the Board through regular meetings conducted online through the platform Zoom. This year the Board formed sub committees - Health and Safety, Finance, Marketing and Communications and Programming (this committee was a mix of Board Members, Bike Week Participants and Partners). This was an opportunity to maintain communication, for the Board to ask questions or give direction and to uphold a system of checks and balances.

Events

Bike Week Events (June 7-13)

Below is a full listing of events including pre and post events :

TIME	EVENT	LOCATION
PRE BIKE WEEK EVENTS		
Sunday, May 30 - Saturday June 5	Green Action Centre Commuter Challenge	DIY/Virtual
Wednesday, June 2 4 - 8PM	WRENCH Bike Sale	The Forks
Saturday, June 5 1 - 7PM	WRENCH Bike Sale	The Forks
Sunday, June 6 12 - 6PM	WRENCH Bike Repairs and Parts Sales	The Forks
MONDAY JUNE 7		
All Day	Bike to Work Day	DIY/Virtual
All Day	24 Hour How To Hotline Line presented by Plain Bicycle Project	N/A
All Day	Kendricks Fat Bike and E-Bike Rental Offers	Kendricks Outdoor Adventures
All Day	Self Directed Bike Tours presented by Bike Winnipeg	Virtual
All Day	Traditional Trails: Community Journeys	Virtual
TUESDAY, JUNE 8		
All Day	Sweet Ride	DIY/Various Locations
3 - 7PM	South Osborne Bike Hub	South Osborne
All Day	Kendricks Fat Bike and E-Bike Rental Offers	Kendricks Outdoor Adventures
All Day	Self Directed Bike Tours presented by Bike Winnipeg	DIY/Virtual
All Day	Traditional Trails: Community Journeys	Driftscape App
WEDNESDAY, JUNE 9		
All Day	Bike to Take Out	DIY/Various Locations
4 - 8PM	WRENCH Bike Sales	The Forks
3 - 7PM	South Osborne Bike Hub	South Osborne
All Day	Kendricks Fat Bike and E-Bike Rental Offers	Kendricks Outdoor Adventures
All Day	Self Directed Bike Tours presented by Bike Winnipeg	DIY/Virtual
All Day	Traditional Trails: Community	Driftscape App

Journeys		
THURSDAY, JUNE 10		
All Day	Heels & Wheels	DIY/Virtual
12 - 5:30PM	WRENCH Open Shop	WRENCH
6:30 - 8PM	2021 Accessible Cycling Assembly	Zoom
All Day	Kendricks Fat Bike and E-Bike Rental Offers	Kendricks Outdoor Adventures
All Day	Self Directed Bike Tours presented by Bike Winnipeg	DIY/Virtual
All Day	Traditional Trails: Community Journeys	Driftscape App
FRIDAY, JUNE 11		
All Day	Bike to Beers	DIY/Virtual
4:20PM	Ask a Mechanic Anything	Instagram Live
3 - 7PM	South Osborne Bike Hub	South Osborne
All Day	Kendricks Fat Bike and E-Bike Rental Offers	Kendricks Outdoor Adventures
All Day	Self Directed Bike Tours presented by Bike Winnipeg	DIY/Virtual
All Day	Traditional Trails: Community Journeys	Driftscape App
SATURDAY, JUNE 12		
All Day	Bike To Art	DIY/Virtual
1 - 7PM	WRENCH Bike Sales	The Forks
June 12 at noon until June 13 at noon	Grandpas Can 2021 - 24 courier service	
3 - 7PM	South Osborne Bike Hub	South Osborne
All Day	Kendricks Fat Bike and E-Bike Rental Offers	Kendricks Outdoor Adventures
All Day	Self Directed Bike Tours presented by Bike Winnipeg	DIY/Virtual
All Day	Traditional Trails: Community Journeys	Driftscape App
SUNDAY, JUNE 13		
All Day	Bike to Park	DIY/Virtual
All Day	Bike to Garden	DIY/Virtual
12-4 PM	Coop Velo-Cite	Coop Velo-Cite
11AM - 6PM	WRENCH Bike Repairs & Parts Sales	The Forks
3 - 7PM	South Osborne Bike Hub	South Osborne
All Day	Kendricks Fat Bike and E-Bike Rental Offers	Kendricks Outdoor Adventures
All Day	Self Directed Bike Tours presented by Bike Winnipeg	DIY/Virtual
All Day	Traditional Trails: Community Journeys	Driftscape App
POST BIKE WEEK EVENTS		

June 21 - 27	Ride Don't Hide	DIY/Virtual
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Bike to Work Day Presented by Velo Renovation



As Bike to Work Day in June was approaching and given the Manitoba pandemic restrictions at that time, The Bike Week Board and planning committee approved a decision to proceed with a socially distanced spin on Pit Stops: *Pit Go's*. Hosted by Bike Week Sponsors and long time partners, Pit Go's encourage cyclists to cycle past as volunteers hand out a grab bag filled with Bike Week swag such as free coffee vouchers, treats and more using a grabber reach tool. However on Friday, May 21st, 1 day after the Provincial Government announced new orders for the May Long Weekend, Fête Jockey reached out to Bike Week's Health and Safety Committee and informed them that a few of Bike Week's partners had indicated

that they either did not have the staffing capacity to run a "Pit Go", and/or that they felt that the risk may not be worth the reward.

It was decided that Bike Week would postpone in person events for Bike to Work Day to September and "spinning" it as a Back to Work - Bike to Work Day. It was proposed that by shifting to the fall, Bike Week would still be able to fulfill their sponsorship deliverables to their FIRST EVER Bike to Work Day title sponsor Velo Renovation, along with their long time supporters, City of Winnipeg, Dillon, CAA, ACU, and MPI. In doing so, it was also recommended to still run June 7th as Bike to Work Day- with digital offerings for folks to participate, and hold the fall date as a surprise announcement we could make later in summer if/as public health allows.

After the Bike Week Board received the required approval from The City of Winnipeg to proceed with virtual activities throughout the summer and hold a budget for a fall in person Bike to Work Day event, all sponsors were notified and the planning processes shifted accordingly.

For June 7, Bike to Work Day became a completely DIY, virtual event. Through social media, our newsletter and website, Winnipeggers were encouraged to cycle to work, and if working from home to take a cycle break on their lunch. Bike Week partnered with Fête Ice Cream and Coffee and offered a free coffee to anyone who stopped by on bicycle. As well, Oh Doughnuts gave cyclists a buy one get one free doughnut offer.

DIY Events

Each day via social media, Bike Week promoted different local shops and experiences for cyclists to try. By partnering with several local businesses and artists, there were many

incentives for each day to encourage people to ride and share their experiences. Cyclists snapped selfies and tagged Bike Week Winnipeg on Twitter, Instagram, Facebook (or emailed) entering to win one of the many prizes, including gift cards to local shops such as *Prairie Velo, Bikes and Beyond, Olympia Cycle (on Portage), Woodcock, Organic Planet, St. Leon's, and The Tallest Poppy.*

Tuesday: Sweet Ride

"Ride to any of the wonderful local ice cream shops, coffee joints or bakeries that Winnipeg has to offer and pick up your favourite sweet treat."

Bike Week partnered with Chaeban Ice Cream, Constance Popp Chocolate Shop and Tall Grass Prairie who offered complimentary treats to those who showed up by bicycle.

Wednesday: Bike to Take Out

"Support Winnipeg restaurants, in these trying times. We are encouraging Winnipeggers to order your favourite take out and pick up your food on your bike. Head home or eat al fresco in one of the many wonderful parks in our city. Anyway you do it you will be helping local businesses stay afloat in these difficult times- and delighting your taste buds too!"

Thursday: Heels & Wheels

"Dress to the nines and kick up your heels for our Heels and Wheels Ride Day! Look good, feel good and you might win an exclusive mini photo shoot!"

Bike Week partnered with Kat Willson who offered a complimentary photo shoot to the winners who entered their selfies.

Friday: Bike to Beers

"Bike to your favourite brewery/taproom and reward yourself with a local brew- we recommend Half Pints' Bikey McBikeface- a delicious grapefruit radler to refresh you on your ride."

Bike Week partnered with Half Pints for a gift basket for the winner of the social media challenge. As well, all growler and howler beer sales of Bikey McBikeface June 7-13 were donated to Bike Week Winnipeg, and \$1 from every can of Bikey McBikeface sold in the Half Pints taproom during Bike Week was donated to Bike Week Winnipeg.

Saturday: Bike to Art

"Winnipeg is full of beautiful public art displays. Bike around your community and see what kind of art you can find, large or small!"

Bike Week partnered with Joseph Pilapil of the Travelling Sign Painters who created a sign as a prize for this day.

Sunday: Bike to Park

“Ride to a nearby park on one of the extensive trail networks we have in Winnipeg to enjoy fresh air, nature or just the sheer joy of riding your bike.”

Sunday: Bike to Garden

“Gardening season is here! Want to learn more about The Peg by visiting some community gardens? We designed loops for you and your household. Check some far-away gardens if your legs are not tired. Extra fun to be creative to ride to and transport garden supplies for your own gardens!”

Bike Week created a self-directed garden tour through the [Spence Neighbourhood-Wolseley](#) and the [Riverview-Lord Roberts areas](#). A map complete with detailed directions was provided along some background and information on each of the stops.

Bike Week partnered with *The Neon Cone, Scout Coffee and Verde Juice* who offered complimentary or discounted treats for those who visited their shop by bike!

Traditional Trails: Community Journeys



Last year Bike Week planned to help facilitate an Indigenous led ride, but were unable to execute it due to COVID-19. This year, it was thrilling to see this project finally come to life. Bike Week partnered with Justin Bear and Adrian Alphonso, who expertly produced and hosted *Traditional Trails: Community Journeys*: a self-directed, virtually enhanced bike ride celebrating people, place and space in Indigenous communities. Hosted on the Driftscape App, riders follow a predetermined route to interact with videos along the way animating unique stops.

The ride went live on June 7th and will remain up until the end of August.

The ride highlights 7 individuals and organizations that empower and support Indigenous people.

Stop 1: Momenta | Justin Bear & Adrian Alphonso

Stop 2: West Broadway Skills Park | Adrian Alphonso

Stop 3: Clinic Teaching Garden | Audrey Logan

Stop 4: Nimama | KC Adams

Stop 5: REDdress Project | Jaimie Black

Stop 6 Totem Doodem Murals | Jordan Stranger

Stop 7: Tanisi keke totamak — Ka cis teneme toyak | KC Adams

Stop 8: Whittier Park | Peatr Thomas

24 Hour How to Bike Hotline hosted by The Plain Bicycle Project

“New to biking and want a better route? Think it’s impossible to use the bicycle as your main form of transportation and want to be proven wrong? Know someone who has never learned how to bike at all and wants some handy step by step tips to get them pedaling?”

The Plain Bicycle Project set up a 24 hour hotline on Bike to Work Day, encouraging people to call in with questions about cycling.

Ask a Mechanic Anything

“Got a brake that just won’t stop? Got a pesky creak? Lingering rattles? Undecipherable ping? Weird wobble? Grab a Bikey McBikeFace, your bike and ask a pro.”

Anders Swanson, Executive Director of Winnipeg Trails Association hosted a 90 minute Q & A on bike mechanics Live on Bike Week’s Instagram. 38 people attended in total online.

Ask a Mechanic Anything was extremely popular, and could be repeated again! Perhaps it is a monthly installment on the Bike Week Winnipeg instagram for next year’s event covering different topics each month (i.e. winter cycling, spring tune ups, etc.)?

More Self Directed Rides

Bike Week also featured on our website a variety of [self-directed rides](#) created by some of our partners such as Bike Winnipeg, Downtown Winnipeg Biz and Winnipeg Trials.

In addition, Bike Week created a [self-directed infrastructure tour](#) through the Downtown, Exchange, Spence and Wolseley Neighbourhoods. A map complete with detailed directions was provided along some background and information on important features of the various infrastructure.

Bike to Work Day - September 13th, 2021



Monday, September 13, 2021 marked Bike Week Winnipeg's first Fall event - featuring 14 Pit Stops open from 6:30 - 9:00 AM and the annual All-Day Stop at The Forks open from 9:00AM - 2:00PM.

In light of COVID-19, instead of the usual pit 'stops', Bike Week encouraged bike thru's or pit 'gos'. Pit go hosts cheered cyclists on and waved them past their table, handing out a Bike Week themed grab bag as they cycled by. It was a fun filled way to reduce contact and encourage shorter visits.

Each grab bag was filled with goodies from local businesses such as Manitoba Harvest Hemp Hearts, GORP bars, coffee vouchers plus any additional swag each pit stop host wanted to supplement their bags with. Riders also joined in the annual game of Ride and Go Seek by stopping at multiple Pit Stops hosted by Bike Week Sponsors and long time partners. Ride and Go Seek participants were entered to win a gift card to some of Winnipeg's local bike shops.

At Bike Week Winnipeg's All-Day Pit Stop at The Forks, riders could pick up an infamous cinnamon bun from Tall Grass Bakery and the first 40 cyclists enjoyed a free coffee from Harrison's. Cyclists could also visit with the fine folks from The Winnipeg Public Library's Book Bike crew where they can sign up for a library membership or check out some bicycle themed books.

Pit Stop	Location	Cyclist Count
Velo Renovation	Omands Creek	160
MPI	Esplanade Riel	135 cyclists, 58 pedestrians
ACU	Bonnycastle Park	100
Dillon	Waverly & Wilkes	52 cyclists, 33 pedestrians
CAA	The Leg	75
Urban Systems/Laura Secord School	Laura Secord School	306

Downtown Winnipeg BIZ	Gary & Broadway	51
Winnipeg Trails	267 Sherbrook	40
Bike Winnipeg/Safe Speeds	Eugenie & Kenny	97
Green Action Centre	Wellington at Harrow	81
West End BIZ	Central Park	50
The WRENCH	442 Scotia (Marymount)	16
Velo Cite	Provencher at Aulneau	74
All Day Pit Stop at The Forks	The Forks	85

Newcomer Initiative

In 2020 Bike Week had hoped to work toward developing a Bike Week event/ride with the Newcomer community. With the pandemic this was not possible and so in 2021 we developed a new committee to plan rides and events specifically with the newcomer community in Winnipeg. The committee met monthly, led by Fête Jockey and included Emmanuel Allieu (IRCOM) , Dave Elmore (Bike Week Chair), Fidel Pacay (The WRENCH) and Leigh Anne Parry (Plain Bicycle Project/ Winnipeg Trails Association).

At the beginning of the planning process there were high hopes for in person events such as group rides and even a bicycle camping trip. However, as COVID 19 restrictions increased closer to June, Bike Week and ultimately IRCOM became unable to be involved in any in person events or rides.

Bike Week in partnership with the WRENCH and with the assistance of some volunteers did however donate 35 reconditioned bikes to IRCOM. Another success from these meetings was repurposing a Bike Week Winnipeg decommissioned bicycle stand at IRCOM. The stand is now situated outside of IRCOM and a set of tools is now available to be checked in and out by IRCOM residents. Winnipeg Trails were responsible for installation and acquiring the tools while Bike Week allocated budgetary funds to make this happen.

There were many great ideas and connections born out of these meetings. Bike Week hopes to move forward with more of them next year as we hope that restrictions are relaxed.

Recommendations

How does Bike Week reach other newcomers that may not be residents of IRCOM? Are there other organizations that can be approached and included in these meetings?

There is a great deal of enthusiasm from IRCOM and the cycling community about creating different kinds of rides for newcomers and first time cyclists once restrictions allow. This is something Bike Week looks forward to growing.

Volunteers

The spring Bike Week did not engage any volunteers this year as there weren't any in person events. Having said that, a few dedicated volunteers reached out directly asking if they could be involved. This is a testament to the strong volunteer spirit in the Bike Week community!

The fall Bike to Work Day engaged members of the board along with a few volunteers as mechanics at various pit stops to pump up tires and lube some chains.

Sponsorship

The Project Managers were responsible for creating and disseminating sponsorship proposals. This year's proposal was created with optimism that the event would be able to proceed with socially distanced gatherings while remaining realistic about the fluctuating global health situation and COVID-19 regulations. With 2020's event being exclusively virtual, we were confident that we could pivot to a virtual program quickly and were therefore prepared to respond to any change in provincial and federal health regulations. To this end, we created a contingency plan based on the different caution levels and included this in the sponsorship proposals so that recipients were knowledgeable about how Bike Week would respond, ensuring that we would be able to follow up on our sponsorship deliverables.

Bike Week's 2021 Pandemic Plans:

Code Green (Limited Risk Level) - Focus on in person Bike Week Events, with some digital engagement opportunities.

Code Yellow (Caution Level- low community transmission)- Socially distanced in person Bike Week Events with participant numbers reflecting COVID gathering limits, increased capacity to participate individually, and more virtual events.

Code Orange (Restricted Level- significant community transmission) - Pivot to Virtual Bike Week with a possibility of socially distanced group rides with participant numbers reflecting COVID gathering limits.

Code Red (Critical Level- extensive community transmission) - Pivot to Virtual Bike Week.

Bike Week is reliant on a dedicated group of sponsors to make the event successful year to year. Over the past 14 years, The City of Winnipeg, Manitoba Public Insurance, Assiniboine Credit Union and Half Pints Brewing Company have been steadfast in their support of Bike Week and Bike to Work Day. Many of these partners congratulated Bike Week on their efforts to plan ahead given the current circumstances and sponsored us again without hesitation.

In addition, Bike Week successfully secured three new partnerships for 2021 including Velo Renovation who became the first ever title sponsor of Bike to Work Day, along with Serratus Movement and Towers Realty who participated as general sponsors.

Stantec was the only sponsor from 2020 who did not return in 2021.

Following the onset of COVID-19, many small businesses suffered and continue to suffer financially. It was paramount to the Bike Week board, Committee Members and Fête Jockey that Bike Week allocate some of the programming budget towards small local businesses instead of seeking In Kind Sponsors. As it turned out, the local businesses that we partnered with this year were so grateful for the Bike Week support. In some cases, in kind donations or discounts were offered without solicitation as they wanted to be a part of Bike Week.

Cash Sponsors:

- City of Winnipeg
- Velo Renovation
- Dillon Consulting
- MPI
- ACU
- CAA
- Urban Systems
- Half Pints
- Serratus Movement
- Towers Realty
- Downtown Winnipeg Biz
- Red River Co op

In Kind Sponsors:

- Manitoba Harvest
- Forth Cafe
- Harrison's Coffee
- Tall Grass Prairie

Prize/Giveaway Sponsors:

- Chaeban Ice Cream
- Constance Popp Chocolate Shop
- Tall Grass Prairie
- Neon Cone
- Verde Juice
- Scout Coffee
- Oh Doughnuts
- Bikes and Beyond
- Woodcock Cycleworks

- Prairie Velo
- Olympia Cycle (on Portage)

Recommendations

- Velo Renovation was keen to be involved this year and could be a good title sponsor of Bike Week.

Budget

The budget for Bike Week was managed by Fête Jockey and the Treasurer of the Board with assistance from the Board Chair.

Item	2021 Actual
REVENUE	
Government Grants	
City of Winnipeg	\$ 40,000.00
General External Funding	
Downtown Wpg Biz	\$ 500.00
MPI	\$ 2,000.00
ACU	\$ 1,000.00
Dillon Consulting	\$ 1,250.00
Urban Systems	\$ 500.00
Half Pints	\$ 500.00
Velo Renovations	\$ 3,500.00
Serratus Movement	\$ 550.00
Towers Realty	\$ 500.00
Red River Coop	\$ 1,000.00
Interest and Investments	
Interest	\$ 33.30
Total Revenue	\$ 51,333.30
Fixed Costs: Contracts	
CONTRACT: Event Coordination	\$ 31,510.00
CONTRACT: Insurance	\$ 189.80
Legal / Accounting services	\$ 196.57

Website Presence/Development/web related promotion	\$ 3,256.46
Service Charges (Banking)	\$ 1.00
Mileage	\$ 154.86
Total Fixed Costs	\$ 35,308.69
Promotional Costs	
Promotional Material Costs	\$ 4,225.76
Consulting Costs	\$ 500.00
Media Events	\$ 0.00
Design Costs	\$ 2,800.00
Total Promotional Costs	\$ 7,525.76
Other Events	
Indigenous Ride/Event	\$ 300.00
IRCOM Partnerships	\$ 0.00
Central Park New Canadian Event	\$ 0.00
Daily Theme Incentives Tues-Sun	\$ 0.00
Honoraria	\$ 700.00
Programming/Activities	\$ 28.32
Sign Initiative/Event	\$ 0.00
Total Other Events Costs	\$1,028.32
Bike to Work Day / Pit Stops	
Prizes and give-aways	\$3,537.41
Bike To Work Day Pit Stop Costs	\$2,542.00
Total Bike to Work Day	\$6,079.41
Total Expenses	\$49,942.18
Revenue/Expenses	\$1,391.12

Promotion

Social Media

Due to the virtual and DIY nature of Bike Week this year, social media was an extremely important tool in 2021. In the spring, \$323.18 was spent on ads and post boosts on Facebook and Instagram, beginning 3 weeks prior to Bike to Work Day. These ads reached 42,724 people with 5894 post engagements, and 633 link clicks over the duration of the ads' run. This is in comparison to 2019 where \$460.30 of ads/post boosts were purchased on Facebook/Instagram one month prior to the event, garnering 16,244 people reached and 1,477 post engagements.

On Facebook, a Bike Week Event was created, detailing the daily rides and directing participants to the website. This event reached 18.9k people, with 424 responses.

In a one month span from mid-May to mid June, the Bike Week Winnipeg Facebook page reached 90,258 people. At the end of June, the page had 2989 likes and 3183 followers.
<https://www.facebook.com/BikeWeekWinnipeg/>

The Bike Week Instagram and Twitter presence increased and grew in followers as well, ending with 1352 (up from 993 in 2019) and 1731 (up from 1488 in 2019) followers respectively. During the one month span from mid-May to mid-June, the Bike Week Instagram account reached 19,254 people.
<https://www.instagram.com/bikeweekwinnipeg/> <https://twitter.com/bikeweekwpg?lang=en>

A calendar detailing post types and schedules for Facebook, Instagram and Twitter was created to keep track of social media content. Bike Week continued to use online design program Canva to create its own designed content. Overall about 30 images were created this way, including a daily event listing, DIY Ride and partner promotion, sponsorship thank yous, contests, etc.

Most content was scheduled in advance on Facebook, Instagram and Twitter allowing for a frequent posting status using Hootsuite. Fête Jockey managed social media messaging pertinent to Bike Week events.

Bike Week continued to post across social media leading up to Bike to Work Day in September. A total of 12 posts were made between August and September 2021, promoting Bike to Work Day. These posts reached 17,964 people across social media platforms and saw a large uptake in engagement from June.

Another Facebook event was created for Bike to Work Day. This event reached 10.1k people, with 214 responses. Through consistent posting and promotion, Bike Week Winnipeg's social media presence has continued to grow. Bike Week currently has 3013 likes and 3227 followers on Facebook, 1400 on Instagram and 1772 on Twitter.

Bike Buddy



Bike Week hired actor Nathan Costa to act as 'Bike Buddy'. Nathan hosted and produced 10 Bike Buddy videos featuring him dusting off his old bike, Mike, and participating in Bike Week activities. The Bike Buddy videos were posted on Instagram through IGTV as well as Facebook. On Instagram, the Bike Buddy videos totalled 2342 views and 1643 views on Facebook. This initiative was a great success in

engaging folks virtually. There was great feedback from our long time participants who thought 'Bike Buddy' was a great virtual ambassador.

Photos/Video

Unlike years past, Bike Week did not hire a professional photographer to capture the week's events due to Bike Week's pivot to DIY activities. However, we did engage photographer Kat Willson to take photos as a prize for the Heels & Wheels ride.



Kat Willson Photography

Website

[Bike Week's website](#) remains the most important place to host and disseminate all Bike Week information. This includes the full event schedule, event/organizational 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 and by Fête Jockey almost daily in the spring leading up to the event.

Newsletters

This year, Bike Week released 12 newsletters via online mailing system Constant Contact that reaches 5158 subscribers. Launching in March, this was a vehicle to communicate event announcements and details leading up to June.

26% of subscribers open the emails while 12% click the links.

One email per month was sent out in March and April and two in May. One letter was sent the week prior to Bike Week, two during Bike Week and one the following week.

One email per month was sent out in July and August and two in September prior to Bike To Work Day in the fall.

All 2021 newsletters can be viewed here: <https://www.bikeweekwinnipeg.com/past-e-newsletters/>

Printed Promotion

Bike Week printed two rounds of posters- one in the spring for Bike to Week and one in the fall for Bike to Work Day.

Bike Week Pamphlets were also printed and distributed in each Bike Week Grab bag. The pamphlet included ABC Quick Check tips, a list of all pit stops with a blank space for hosts to initial the Ride & Go Seek contest, along with a directory of Community Bike Shops and their current open hours.



Marketing/Media reception

Bike Week sent out a general media call to all local outlets and booked news spots on CTV Morning Live, CTV News Winnipeg and Global News Morning.

CTV Morning Live: <https://winnipeg.ctvnews.ca/video?clipId=2218386>

CTV News Winnipeg: <https://winnipeg.ctvnews.ca/video?clipId=2217155>

Global News Morning: <https://globalnews.ca/news/7927894/bike-week-virtual-components-winnipeg-event/>

On Bike to Work Day in the fall, Bike Week sent another media call and there was plenty of media attention garnered once again:

CTV Morning Live: <https://winnipeg.ctvnews.ca/video?clipId=2280387>

Global News Morning: <https://globalnews.ca/news/8186163/bike-to-work-day-returns-in-winnipeg/>

Global News evening B-Roll.

CBC News on location segment

Plus two radio spots on CBC morning and evening news.

Translate to ▾

NOT JUST SPINNING HIS WHEELS

Dave Elmore, chairman of Bike Week, does a tune-up at a pit stop at The Forks on Monday. Winnipeg Bike Week — a seven-day celebration of the bicycle and riders — usually takes place in June, but owing to COVID-19 this year, organizers moved it to Sept. 7-13 and again made it a largely virtual event. The organization's website provides self-directed bike tours that cyclists can enjoy any time of year.



***Note:** *Just Bike to Work Day was moved to September 13th not the entire Bike Week as mentioned in The WFF: E-Edition. DIY Activities and self directed rides were created for Bike Week, June 7-13, 2021 however, many of the events were available and encouraged folks to participate all summer long."*

Google Ads

Bike Week ran Google Ads during Bike Week and continued to run them throughout the summer to promote the Bike Week Website, Traditional Trails Ride, the Garden Tour Ride and of course the Fall Bike to Work Day.

In the Spring prior to Bike Week, a total of \$538.57 was spent on Google Ads with 60.7K impressions and 583 clicks.

Over the summer and early September leading up to Fall Bike to Work Day, a total of \$597 was spent on Google Ads garnering over 1,542 clicks.

Recommendations

- During the fall campaign we used a targeted bid strategy for Google Ads, splitting each event into its own campaign. This almost tripled the number of clicks we received and is something we plan to do again next year.

T-Shirts



A small batch of 40 t-shirts was ordered this year for board members, project managers and committee members from Floodway Print Co. Another smaller round of 25 t-shirts was ordered in the fall for pit stop hosts. The design was created by Joseph Pilapil of The Travelling Sign Painters.

Recommendations

- Floodway Print Co. was a new print company for Bike Week. They were really responsive to rushing our orders and provided at no cost, examples of other styles available to order for next year such as a long sleeve shirt or soft knit fabric. It is recommended that Bike Week Works for them again should it be decided to run a t-shirt order.
- While many folks appreciate receiving Bike Week t-shirts every year, it is recommended that Bike Week looks deeper into the environmental impacts of promotional clothing and seek other options that align with being eco-friendly.

Closing Remarks

Overall, Bike Week 2021 was a successful and safe event. Despite the odds, Bike Week engaged many cyclists in Winnipeg to participate in the many activities hosted digitally.

Though it was unfortunate that cyclists could not ride together in person due to restrictions, the virtual rides allowed a greater number of people to participate, and for the rides to exist for longer, which allows people who cannot attend on the day, able to participate at another time.

Perhaps the most exciting success this year was the realization of the Traditional Trails: Community Journeys ride and beginning the planning process of creating a Newcomer Ride in the future. Partnering with Driftscape was a smooth and easy process, and Fête Jockey would be happy to work with them again on other digital rides in the future.

In the coming years, Fête Jockey would like to continue fostering the relationships and connections created through the planning of The Newcomer and Traditional Trails Ride. Beyond that, Fête Jockey is keen to keep expanding event offerings to other communities not yet engaged with Bike Week.