



2022 Final Report

# Bike Week Winnipeg

June 6-12, 2022



Photo by Sarah Sgambato

*A week-long celebration of riding bikes for everyone*

*We like to say “it’s for everyone” because we aim to provide something for every type of cyclist. Whether you ride for recreation, fitness, transportation, sport, or just for fun, if you enjoy riding a bike,*

***Bike Week is for you!***

**Prepared by:**

Fête Jockey Events Inc.  
Bike Week Producer  
August, 2022

## **Bike Week Winnipeg**

### **June 6-12, 2022**

**This spring marked the 9th annual Bike Week in Winnipeg and the third year operating during a pandemic.** This year was a triumphant return to an in-person event after being completely virtual in 2020 and a hybrid event of in-person and virtual rides in 2021, with mostly independent rides and DIY experiences. The consensus of our participants, sponsors, and volunteers was that it was great to have a “normal” Bike Week again!”

Bike Week’s Health and Safety committee kept up to date with the local health regulations and by Bike Week, there were no public health restrictions. However, all Bike Week facilitators and pit stop hosts were encouraged to wear masks and provide hand sanitizer to participants.

Challenged with: connecting with past partners due to job/protocol changes in other organizations, staffing shortages with long-time Bike Week event hosts, and general COVID hesitancy, we were still able to engage with over **5000 Winnipeggers participating in 21 events over 7 days** - not bad for a comeback year!

We returned with an impressive variety of events including group rides, live performances, 2SLGBTQ+ Rides, bike challenges, and Indigenous History tours.

Kicking off the week, Bike Week Winnipeg was pleased to bring back a full fledged **Bike to Work Day on Monday, June 6, 2022 from 6:30am-9am**. This event featured **over 40 Pit Stops city wide** including the annual **All-Day Stop at The Forks (9am-2pm)**. Whether folks wanted to bike around the block because they were still working from home, took a ride on their lunch break or commuted to the office, Bike to Work Day celebrated folks whose rides were short or long. Riders were encouraged to join in the annual game of **Ride and Go Seek** by stopping at multiple Pit Stops hosted by Bike Week Sponsors and long time hosts and partners- there were some new hosts too. Ride and Go Seek participants were entered to win fabulous prizes from many incredible local businesses across Winnipeg. We also had folks join us on the annual **Bike to Work Day Group Ride** that started at Assiniboine Park, through Bourkevale, Wolseley and West Broadway before ending at the **All-Day Pit Stop at the Forks** presented by Manitoba Public Insurance!

Bike Week continued after Bike to Work Day with over 20 events. Some highlights included: the **Better Biking Lunch and Learn Workshop** presented by the Downtown Winnipeg BIZ. Facilitated by Bike Week Winnipeg, this workshop went over how to make sure your bike was ready to ride and the basics of street riding.

We're thrilled to promote Green Kids Inc. and their brand-new live show, ***Bike and Circuses!*** Green Kids Inc. invited folks to ride, walk, or roll your way through a circus of wonders. Featuring a cast of 16 performers, this show took audiences on a journey through nature where they encountered acrobats, dancers, musicians, puppets, poetry, and magic.

In celebration of all things bicycle and a return to a much-anticipated in-person event, everyone was invited to the **Bike Week Extravaganza**, sponsored by Kilter Brewing. This celebration took place on June 11 from 1-5pm at Coronation Park and included fun activities for the whole family, including MPI's Bike Rodeo, Bike Valet, printmaking with Letter Peddler Press, bike decorating with ArtsJunktion, a stop for Bike Winnipeg's Art Ride, games, light refreshments, bike tune ups by The WRENCH, and more!

Wrapping up the week, we had our **Powers Park: Get Ready to Ride** event scheduled for June 12 sponsored by The Selkirk Avenue Biz. Due to inclement weather, this event was postponed to June 25th which was a great turn of events because it was also the IVNE (Indigenous Visions for the North End) Block Party and we garnered more participants as a result. This event was for families and folks of all ages with an afternoon of bike decorating and getting your bike tuned up and ready to roll by some of our volunteer mechanics. As part of this event, there was a **Bike For the Future Ride** presented by Bike Winnipeg. This was an easy-peasy, no-drop 8 km ride leaving from Powers Park that toured some of the better options for riding your bike in the area.



Photo by Sarah Sgambato

## BIKE WEEK BY THE NUMBERS



Photos by Sarah Sgambato

### Events

|                               |    |
|-------------------------------|----|
| Events (June 6-12)            | 21 |
| Pre- Events (March 5-June 5)  | 8  |
| Post Events (June 13-25)      | 10 |
| Community Bike Events         | 20 |
| Guided Tours/Group Rides      | 15 |
| Fundraisers                   | 2  |
| Indigenous Tour Rides         | 3  |
| Bike Radio Show               | 1  |
| Open Community Bike Shop Days | 12 |
| Bike Challenges               | 4  |
| Bikes & Beer Experiences      | 4  |
| Bike Jams                     | 1  |
| Blessing of Bikes             | 1  |
| Cycling Polls                 | 1  |



|                     |   |
|---------------------|---|
| Queer Bike Rides    | 6 |
| Women's Rides       | 1 |
| Ice Cream Tour Ride | 1 |
| Learn to Ride       | 2 |

### **Bike to Work Day**

|                               |      |
|-------------------------------|------|
| Bike to Work Day Participants | 3592 |
| Pit Stops (city wide)         | 45   |
| Pit Stop Hosts                | 41   |
| Ride and Go Seek Participants | 356  |
| Ride and Go Seek Prizes       | 12   |
| Best Pit Stop Award           | 1    |

### **Bike Week Folk**

|   |       |
|---|-------|
| Volunteers  | 27    |
| Bike Week Board Members                             | 11    |
| Event Contractor Staff                              | 5     |
| Total Hours (volunteers, board, event coordinators) | ~1390 |
| Newsletter Subscribers                              | 5087  |
| Instagram Followers                                 | 1690  |
| Twitter Followers                                   | 1892  |
| Facebook Followers                                  | 3,340 |

## **In The News**

|                       |   |
|-----------------------|---|
| Live Radio Interviews | 3 |
| TV Interviews         | 3 |

## **Marketing**

|                                     |      |
|-------------------------------------|------|
| Posters                             | 300  |
| Handbills                           | 500  |
| Pamphlets                           | 1000 |
| Social Media Posts (on 3 platforms) | 35   |
| Newsletters                         | 8    |

## **Financial Sponsors**

|                              |   |
|------------------------------|---|
| Local or National Businesses | 8 |
| BIZ's                        | 4 |
| Financial Institution        | 1 |
| Government/Agencies          | 4 |

## **In Kind Sponsors**

|                          |    |
|--------------------------|----|
| Prize Sponsors           | 16 |
| Food & Beverage Sponsors | 4  |



Photos by Sarah Sgambato

## TESTIMONIALS

*"This was our first time being a pit stop at Bike to Work Day and we had an amazing time! We connected with nearly 100 people who we chatted with about what they love the most about cycling and then related that back to accessible cycling; people with disabilities love the same things about cycling that they do but it can be inaccessible to them. It was a really great opportunity to educate people on accessible cycling and we can't wait for next year!"*

**Colleen, Accessible Sport Connection - Bike to Work Day Pit Stop Host**

*"This was the first time we hosted a pit stop. We saw a number of cyclists on their way to work. Many stopped to talk and learn what Bike Week is all about. Some were rushing to work or didn't know what was going on and kept on riding. Overall it was a nice morning to spend outside and connect with other cyclists in our area."*

**Kori, The Hive - Bike to Work Day Pit Stop Host**

*"Bike Week Winnipeg did a great job of helping us connect to the Winnipeg biking community at large. We have been happy to see a higher influx of bikers visiting our taproom this summer after participating in Bike Week 2022."*

**Mischa Decter, Kilter Brewing Co. - Bike Week Extravaganza Sponsor**

**THANK YOU TO OUR SPONSORS**

**Bike Week Sponsor**



**Extravaganza Sponsor**



**Kilter Brewing Co.**

**All-Day Pit Stop & Safety Tips Sponsor**



***Manitoba  
Public Insurance***



## Powers Park Get Ready to Ride Sponsor



## Better Biking: Lunch and Learn Sponsor



## Pit Stop Sponsors

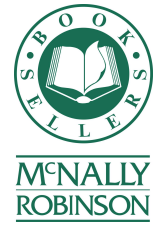


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## In Kind Sponsors





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