



2023 Final Report

# Bike Week Winnipeg

June 5-11, 2023



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

*Bike Week provides 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  
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*\* All photos by Sarah Sgambato \**

## Bike Week Winnipeg June 5-11, 2023

Spring 2023 marked the 10th annual Bike Week in Winnipeg and the 15th annual Bike to Work Day. This year we celebrated Bike Week's 10th birthday with all of Winnipeg.

Bike Week engaged over **14,000 Winnipeggers participating in 45 events over 7 days.**

Our 10th year included an impressive variety of events including group rides, live performances, birthday parties, bike challenges, and an Indigenous History tour.



We kicked off the week with **Bike to Work Day presented by Tire Stewardship Manitoba on Monday, June 5, 2023 from 6:30 am-9:00 am.** This event featured **over 62 Pit Stops city wide** including the annual **Manitoba Public Insurance All-Day Stop at The Forks (9:00 am - 2:00 pm).**

Whether commuting to work, or taking a morning ride while working from home, 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, long time hosts and partners, and businesses who were hosting their first ever pit stop. 143 Ride and Go Seek participants entered to win 1 of 10 gift cards of \$50 from Bikes and Beyond.

Mayor Scott Gillingham and over 40 Winnipeggers joined the **15th Bike to Work Day Group Ride** starting at Assiniboine Park through Bruce Park/Bourkevale, West Wolseley, Omands Park, Wolseley, West Broadway and finally along the Assiniboine Bike Lane ending at the **All-Day Pit Stop at the Forks** presented by Manitoba Public Insurance.



Bike Week continued after Bike to Work Day with dozens of different events. Some highlights included:

The **Better Biking Lunch & Learn**, 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 basic knowledge/skills required for riding on the streets and trails of Winnipeg.

**Traditional Trails Ride**, presented by Assiniboine Credit Union. Hosted by Adrian Alphonso and Justin Bear, this ride connected 14 attending cyclists to significant places through conversation, interpretation and storytelling about Manitoba's history and Indigenous place making.

**Bike Week's Birthday Bike-In Dinner & Show (@ The Gas Station Beer Can)** invited families to join Bike Week for pizza, music, free bike repair and bike route workshops at The Gas Station Beer Can outdoor patio.

**Bike Winnipeg: Kidical Mass** hosted by Bike Winnipeg. The first ever Kidical Mass in Winnipeg saw 50 riders enjoy a safe and comfortable route along Wellington and Wolseley encouraging families to bike together.

**MEC: Bike Service for Everyone Clinic** hosted by Mountain Equipment Coop's resident bike experts. A workshop sharing what you need to know to keep your bike running smoothly, and how to get yourself out of a pinch when your bike leaves you stranded on the roadside.



In celebration of Bike Week's 10th Birthday, Bike Week threw a party: the **Bike Week Birthday Bash, presented by The Downtown Winnipeg BIZ**. This celebration took place on Sunday, June 11th from 1-3 pm on the south grounds of the Legislature Building and included fun activities for the whole family, such as a bike & dance party with DJ Mama Cutsworth, performances by Papa Mambo, and James Culleton's Superfun Show. We also had a giant slide, games, prizes, bike decorating, art cards with Joe from the Travelling Sign Painters, bike

tune ups by The WRENCH, and more! Over 500 people attended, most staying for the full event.



The fun continued after the Legislative grounds activities closed. The **Piñata Pedal Party** saw 30 attendees ride around the legislature, busting open (from their bikes) 10 pinatas (for 10 years of Bike Week) en route. Members of Dirty Catfish Brass Band attended in Fête Jockey's pedicab - playing music from the back bench and leading the route. The ride ended at the Gas Station patio for the **Bike Week Wrap Up Party** where DJ Hunnicutt played tunes for a crowd of over 50.

Overall, Bike Week's 10th Birthday was a great success. After 3 years of working around the COVID19 pandemic it finally felt like a return to what Bike Week has been in the past. We were pleased to welcome new sponsors, pit stops and event hosts. Hosting a larger wrap up party at the Legislative grounds was ideal because it invited bike traffic from Assiniboine Avenue, and was highly visible. We look forward to continuing to build partnerships to expand our reach and programming in years to come.

## BIKE WEEK BY THE NUMBERS

**Events** (Visit [HERE](#) for the full 2023 Event Listing)

### Bike to Work Day

Bike to Work Day Participants	5,374
Pit Stops (city wide)	62
Pit Stop Hosts	~122
Volunteer Mechanics	19
Ride and Go Seek Participants	143
Ride and Go Seek Prizes	10
Best Pit Stop Award	1

### Bike Week Events

Pre Bike Week Events	21
Post Bike Week Events	21
Bike Week June 5-11 Events	45
Total Cycling Events Promoted	87
Community Bike Shop Open Shop "Events"	29
Cycling Training/ How To Workshops	8
Cycling Food Experiences	4
Cycling Fundraisers	2
Cycling Challenges/ Races	2
Radio Shows Dedicated to Cycling	3
Blessing of Bikes	1

Daily Digital Offerings	7
Bike Bazaars (free or by donation bikes for kids, kid bike exchange & bike sale for adults)	3
Group Rides for 55+	6
Group Rides for Women	9
Indigenous History Tours	1
Parks & Trails Ride	1
Infrastructure Ride	1
Kid & Family Rides	5
Pinata Rides	1
Total Group Rides	23
Bike Week Parties	10
Bike Jams	1
Total Number of Participants in all events on Bike Week Event Calendar	~14,183

## **Bike Week Folk**

Volunteers	141
Volunteer hours	~1380
Bike Week Board Members	10
Event Contractor Staff	6
Newsletter Subscribers	5,036
Instagram Followers	1976
Twitter Followers	1917

Facebook Followers	3444
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### **In The News**

Live Radio Interviews	3
Pre-Recorded Radio Interviews	1
TV Interviews	6

### **Marketing**

Posters	250
Handlebar Handbills (disseminated by Bike Valet Winnipeg)	200
Bike Week Pamphlets	1050
Facebook & Instagram	41
Twitter Posts	52
Newsletters	9

### **Financial Sponsors**

Local or National Businesses	9
BIZ's	3
Financial Institution	1
Government/Agencies	3

### **In Kind Sponsors**

Prize Sponsors	7
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Food & Beverage Sponsors	3
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## **Exit Survey Highlights**

*"I love seeing so many people get out on their bikes for Bike Week. It's the best time of the year!"*

### **2023 Bike Week Participant**

*"I loved the vibe! It was so positive and well planned, and I think it was super awesome."*

### **2023 Bike to Work Day Pit Stop Host**

*"What I love about Bike Week is the variety of activities, the fun and the great people!"*

### **2023 Bike Week Event Host & Pit Stop Sponsor**

*"We enjoyed a variety of inclusive events for people to get involved with regardless of cycling skills/abilities - there's something for everyone!"*

### **2023 Bike Week Sponsor**

**THANK YOU TO OUR SPONSORS**

**Bike Week Sponsor**



**Bike Week Birthday Bash Sponsor  
&  
Better Biking: Lunch and Learn Sponsor**



**Bike to Work Day Sponsor**



All-Day Pit Stop



**Manitoba  
Public Insurance**

Traditional Trails Ride Sponsor



Pit Stop Sponsors



General Sponsors



In Kind Sponsors

