



## The Great Topeka Bike Fest

Final Report, October 2018



# Summary 2018

The Great Topeka Bike Fest took place on Saturday, September 29th, and Sunday, September 30th. A number of changes were implemented with Topeka Metro Bikes’ leadership:

- Name change from Cyclovia to Great Topeka Bike Fest
- Date change from August to September - TMB’s best riding month
- Added Great Topeka Bike Race (Youth Races) component
- Added Better Block pop-up park demonstration along 8th Street
- Added NoWear BMX freestyle stunt team demos
- Afterparty added to Glow Ride

Despite all those changes, many features were kept consistent:

- Visit Topeka involved as co-host
- Glow Ride event the night before the main festival day
- Safe Kids Shawnee County hosted Kids Bike Rodeo
- Vendors and Food Trucks included in festivities
- Offsite Excursion Rides hosted by experienced ride leaders

Overall, the event was in line with past Cyclovia events. The goal of hosting this event is to continue to build Topeka’s cycling community, by bringing children, families, and adults together for all-ages bicycle fun\*. That goal has resonated with Topekans as evidenced by its year-over-year growth. 🔄

Sara O’Keeffe and Karl Fundenberger  
Co-Directors, Great Topeka Bike Fest

*\*Currently, the bicycle “mode-share” (percentage of commuters by transportation type) in Topeka is between 1-2%. Research shows that as much as 65% of the population would bike more if they could. Growing bicycling requires municipal investment in sound infrastructure, followed by safety training and marketing of those facilities. As investment increases, ridership increases, mode-share increases, and ultimately — safety for bicyclists increases. This event works to spur all of these beneficial effects.*

**Report Contents:**

Summary .....	2
Attendance .....	3
Marketing Reach .....	4
Press Coverage .....	4
Sponsors .....	5
Partners .....	6
Budget .....	7
Lessons Learned .....	8



Cover photo: Winners of the Youth Races were awarded medals on the podium. Photo by MotoVike Films.



# Attendance

## Bike Fest Attendance

Overall event attendance: 900  
*400+ Saturday night, 350+ Sunday*

Glow Ride registrations: 415  
*318 online, 72 walkup, 25 volunteers  
third year of this event*

Kids' Bike Rodeo attendees: 75  
*plus 100 helmets fitted & given away*

Youth Races registrations: 79  
*45 riders on race day, 38 volunteers  
first year for this event*

Pump Track registrations: 38  
Pump Track rides: 100+

## Topeka Metro Bikes Usage

New Annual Members: 15  
*five times the normal rate in September*

Rentals: 245 over the weekend  
*Higher than average for weather*

Test Rides: 45 on Sunday  
*Including some 'first rentals'*

TMB rentals during Glow Ride: 30  
TMB signups for Glow Ride: 9

## Excursion Rides

Billard Brunch: 0 riders  
Shunga Shuffle: 8 riders



*Riders depart from the Capitol at the start of the Glow Ride. Photo by Karl Funderberger.*

# Marketing reach

Visit Topeka, Topeka Metro Bikes, Kaw Valley Bicycle Club, and others contributed funds and time to promote the Great Topeka Bike Fest.

## Visit Topeka online ads campaign:

1,643,752 impressions served  
3,620 clicks generated  
2,628 website visits  
50 verified visitor arrivals  
43 hotel bookings  
\$14,687 visitor spending (est.)

*Comparison results from 2017 event:*  
*3,228 website visitors*  
*49 visitor arrivals*

## Facebook Ads by Topeka Metro Bikes:

9,315 people reached  
4,593 results (event responses + 'likes')  
\$84.25 total spent on campaign

## Facebook Event, Glow Ride:

37,100 people reached  
1,600 event responses  
All organic reach - no ads

# Press coverage

- “Great Topeka Bike Fest rides in to Topeka this weekend,” *KSNT News*, 9/25
- “Great Topeka Bike Fest promotes healthy... transportation,” *KSNT News*, 9/30
- “Great Topeka Bike Fest rides into downtown,” *Washburn Review*, 9/25
- “Topeka Metro Bikes hosts Great Topeka Bike Fest,” *Topeka Capital-Journal*, 9/22
- “Glow ride Saturday brings hundreds of bicyclists...” *Topeka Capital-Journal*, 9/29
- “Top 10 things to do this week in northeast Kansas...” *Topeka Capital-Journal*, 9/22
- “Editorial: City delights in chocolate, cycling, zombies” *Topeka Capital-Journal*, 9/27
- “Here’s your guide for all things fall in 2018...” *Topeka Capital-Journal*, 9/15
- “Great Topeka Bike Fest Glow Ride” photoset, *Topeka Capital-Journal*, 10/3



*The Glow Ride brought hundreds of people, including dozens of families to downtown Topeka. Photo by Blue River Photography.*





The pump track was busy with riders and spectators all day. Photo by MotoVike Films.

## Sponsors

### **Topeka Metro Bikes:**

\$5,000 in-kind donation of labor and staff time, plus \$2,500 in materials, permit fees, and insurance coverage.

### **Topeka Landscape, Inc.:**

\$10,000 in-kind donation of labor and materials in support of Better Block pocket park.

### **Blue Cross and Blue Shield of Kansas:**

\$5,000 donation in support of Better Block.

### **Visit Topeka, Inc.:**

\$5,000 online advertising and marketing, tent rental service, T-shirt sponsorship.

### **Capital Label, LLC:**

\$2,000 In-kind donation of event stickers and custom labeled water bottles

### **Shawnee County Parks + Recreation:**

\$1,250 donation in support of Pump Track.

### **Pedego Electric Bikes Topeka:**

\$1,250 donation for Pump Track.

### **Stormont-Vail Health:**

\$1,000 grant in support of the Glow Ride event.

### **Topeka Community Cycle Project:**

\$1,000 donation in support of Glow Ride event.

### **Heartland BMX:**

\$1,000 donation for NoWear BMX team.

### *Additional sponsors:*

*Kaw Valley Bicycle Club, Wendling Noe Nelson & Johnson CPA, FORGE, Corwin Guitar Co., American Family Insurance (Jeremy Snowden), Beach Exteriors LLC, Keller Williams (Jeremiah Allen), Kitchen & Bath Solutions Plus, Warner Electric, Well Balanced Chiropractic, Krumins Family, Walberg Family, O'Keeffe Family.*



*Festival visitors enjoyed activities at the Better Block popup park. Photo by Karl Fundenberger.*

## Partners

### **Topeka Metro Bikes:**

Event management & marketing

### **Visit Topeka, Inc.:**

Event management & advertising

### **Kaw Valley Bicycle Club:**

Planned and managed the Youth Races

### **Heartland BMX:**

Coordinated the NoWear BMX Shows

### **Safe Kids Shawnee County:**

Kids Bike Rodeo, free helmet distribution, Stormont-Vail Health First Aid Team, and Topeka Fire Department support

### **Brett Martin & Megan Rogers:**

Vendor recruitment and Food Truck management

### **Jeremy Snowden Insurance:**

Event Sponsor and recruiter of other sponsors for event T-shirts

### **City of Topeka Planning Department:**

Support and assistance with Better Block project - especially navigating City permitting process

### **Heartland Healthy Neighborhoods:**

Volunteers for event & planning support

### **Blue Cross and Blue Shield of Kansas:**

Better Block project consulting

### **Topeka Landscape, Inc.:**

Better Block project consulting and activities programming for pocket park





Lee Greaves, of the NoWear BMX Team, launches off the quarter-pipe ramp. Photo by MotoVike Films.

## Budget

Bike Fest this year spurred more than \$40,000 in private investment and in-kind donations, entertained 1,000 visitors, prompted coverage in local media, directed more than 1 million online impressions, and generated 43 hotel stays by out-of-town visitors.

To help facilitate this event, Topeka Metro Bikes covered startup costs, including staff time for managing the event and volunteers, and other expenses, like permit fees, portable toilet rental, barricades placement and rental, and some incidental costs, like paint and tape. Topeka Metro spent about \$13,000 covering bills and incidentals, about \$10,000 of which was reimbursed by event sponsors.

### Better Block: \$18,500

- Permits, Insurance, Barricades: \$3,500
- Landscaping, maintenance: \$10,000
- Signage, cones, reflective street tape: \$2,000
- Marking supplies & paint: \$2,500
- Parking space rental: \$500

### Glow Ride: \$4,500

- Parade permit & insurance: \$1,000
- Lights, safety vests, radios: \$1,000
- Signage, sponsor banner: \$250
- Tables, chairs, trash cans: \$1,000
- Food for afterparty: \$1,000
- Music/entertainment: \$250

### Bike Fest: \$22,000

- Permit & insurance: \$1,000
- Traffic control, barricades: \$1,000
- Promotion materials & T-shirts: \$5,000
- NoWear BMX performance: \$1,500
- Pump Track rental: \$2,500
- Portable restrooms: \$1,000
- Tent, tables, chairs, trash cans: \$1,500
- Power & sound equipment: \$500
- Water for volunteers: \$500
- Online advertising: \$2,500
- Topeka Metro staff time: \$5,000

**Totals for Better Block, Glow Ride, and Great Topeka Bike Fest: \$44,000**

# Lessons learned

The Great Topeka Bike Fest, despite a name change, venue change, and branding change, was successful on many counts. More than 400 people rode together on the biggest social bike ride in Topeka history. Almost 50 excited kids raced their peers in the re-boot of the Great Topeka Bike Race. Local sponsors helped bring a quarter-pipe ramp and professional stunt performers to the Capitol.

With those successes also came challenges. The youth races had volunteer support that could have sustained many more riders. The excursion rides had low turnout. More people might have used Topeka Metro Bikes on excursions or the Glow Ride. The Better Block project, which painted colorful new crosswalks, was almost completely washed away overnight by a light rain. As a committee, we rolled with those challenges, and stayed adaptable.

The biggest lesson we're taking away is that it's impossible to over-plan! With the resource of this report, plus our spreadsheet of projects, costs, and contacts, we'll be ready for anything.

We are grateful to all of the volunteers, sponsors, supporters, and visitors who helped us create the Great Topeka Bike Fest.

- Sara & Karl



GPS tracks show paths of Topeka Metro Bikes riders during the Glow Ride. The tracks show the route as it circled the Capitol, and ascended the Crosby Parking Garage along 8th Street.  
Source: TMB Data

# Thank you to all our sponsors and partners!

