

## Fayetteville A&P Commission Funding Application

**Name of Organization:** City of Fayetteville, Sustainability Dept. and Bike Fayetteville

**Year organization was established:** 2014

**Address:** 125 W. Mountain Ave **City:** Fayetteville **State:** AR **Zip:** 72701

**Project Title:** Bike Month

**Year Project was established:** 2015 **Frequency (i.e. semi-annual, etc.):** Annual

**Name of Primary Contact/Project Manager:** Dane Eifling

**Phone:** 575-8211 **Email:** deifling@fayetteville-ar.gov

**Project Start Date:** 1 May, 2017 **Project End Date:** 31 May, 2017

**Project Location:** Fayetteville

**Dollar Amount Requested:** \$4,500

**Give a summary of your event and its target audience.** OLPW WR ZRUGV

Bike Month is an event-based campaign, spanning the month of May that celebrates the benefits of cycling and encourage bicycle tourism in Fayetteville.

May has been designated as National Bike Month since 1956 and Bike Month is celebrated in cities of all sizes across the country. Since the completion of the Razorback Regional Greenway, Fayetteville has been designated as the first and only silver level Bicycle Friendly Community in Arkansas with the nearest gold community (Austin, TX) over 500 miles away. Bike Month is a powerful platform to strengthen local bike culture and to present Fayetteville as a premier bicycle tourism destination.

**How will these funds be used?** OLPW WR ZRUGV

Funds will be used to pay for regional, web and state-wide advertising. A&P funds will NOT be used to pay for staffing, event specific materials or promotional/giveaway items.

Professional photography will be contracted to provide quality images of cycling in Fayetteville. The A&P will have license to use any images paid for by the A&P.

Promotion of spring '17 Square to Square bike ride, which attracts upwards of 700 visitors from outside of Benton and Washington Counties, will be included in web and print advertising.

Funds will be matched and expenses cost-shared and promotional materials will be designed to be re-used yearly whenever possible.

**How will you recognize the Fayetteville Advertising and Promotion and Commission during your event or in its promotion? Please be specific.** OLPW WR ZRUGV

The Fayetteville Advertising and promotions logo is already included on Bike Month promotional signage that will be used in 2017. All signage and advertisements fully or partially funded by the A&P will include the Experience Fayetteville logo or a logo of the Commission's choosing. The A&P will be properly acknowledged and thanked publicly at all events fully or partially funded by the A&P. Representatives of the A&P will be encouraged to attend or speak at Bike Month events.

**Is the project seeking funding from other sources? If so, please indicate from where and for how much.** OLPW WR ZRUGV

The City of Fayetteville Sustainability and Resilience Department has budgeted \$2,000 for promotional activities that will be used for Bike Month 2017. The nonprofit Bike Fayetteville has committed \$500 to provide safety and educational materials for Bike Month events. Adventure Subaru gave \$1,000 last year to support the "Bike to Baum" event and has committed to similar amount for 2017.

**Have you received prior A & P funding for this project? If so, please indicate when and the total amount received.**  
(limit to 1000 words)

Yes, the A&P approved \$2,230 in discretionary funding for Bike Month in March of 2015.

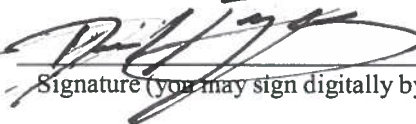
**If the project is not funded or only partially funded, what impact will this have on the project? Will the event still take place? Will the venue or location change?** (limit to 1000 words)

Bike Month events will still be offered without A&P funding but will be scaled back and will not be widely promoted. A&P funding will provide the resources needed to promote Fayetteville's Bike Month events to people at a regional and state-wide level and to present Fayetteville as bicycle friendly community a premier destination for bicycle tourism.

**It is required that you attach a budget for your proposed project.**

Optional: You may attach supporting documents to further communicate your project or idea

I have read and agree to the guidelines of the Fayetteville Advertising and Promotion Commission Funding Request.

 **DAVE H. EIFLING**  
Signature (you may sign digitally by typing in your name)

**29 SEPT 2016**

Date

Please email completed application to:  
[fundingrequest@experiencefayetteville.com](mailto:fundingrequest@experiencefayetteville.com)

All applications must be submitted by 11:59 p.m. on October 1, 2016.  
Upon review, applicants will be contacted regarding next steps.

Final funding decisions will be made and communicated November 21, 2016

## Bike Month Promotion Budget

*Funds provided through Fayetteville Advertising and Promotions will be allocated to print signs and advertisements to promote Bike Month.*

*Non-signage promotional items will be paid for through sponsorships.*

### Budget for Advertising and Promotions Funds

Expense	Cost
Web Advertising	\$300
Street Banners	\$500
Novo Studio Professional Photography	\$2,000
Signage	\$1,000
Table Banners	\$150
Ozark Regional Transit Bus Signs	\$1,000
Print Advertising	\$1,600
<b>Total</b>	<b>\$4,500</b>

### Sponsored Promotional Expenses (Non A&P)

Item	Quantity	Price
T-Shirts	200	\$2,000
Stickers	1000	\$250
Helmets	50	\$850
Water Bottles	200	\$400
Bike Lights/Bike Bells	500	\$1,000
Bike to Baum	N/A	\$1,000
<b>Total</b>		<b>\$5,500</b>

## Bike to Work Week:

Bike to Work Week is a five-day celebration of bike commuting. Bike to Work Week starts Monday May 15<sup>th</sup> and will be capped off Friday, May 19<sup>th</sup> with National Bike to Work Day. Bike to Work week and Bike to Work day will be broadly promoted in conjunction with Bike Month. Flyers and other printed material will be supplied to local businesses and cycling organizations.

The National Bike Challenge- an online mileage tracking system will allow businesses and individuals to compete with one another and track participation. Recognition for the businesses with the highest participation will be key in motivating businesses to participate, local media coverage will be alerted to cover bike to work events.



Energizer stations offer free snacks, drinks and giveaways to cyclists on Bike to Work Day. An energizer station will be established at the intersection of the Frisco Trail and Dickson Street and at Lake Fayetteville as part of this plan. Other businesses and clubs will be encouraged to set up energizer stations along key cycling routes in Fayetteville.

Other strategies for maximizing participation in Bike to Work Week should include:

- ✓ Ceremonies of recognition for Bicycle Friendly Businesses in Fayetteville
- ✓ Encouraging newly designated Bicycle Friendly Businesses to organize group rides to work.
- ✓ Inviting the local media to cover Bike to Work Week events and rides
- ✓ A mayoral proclamation at the beginning of Bike to Work Week followed by a group ride



### Sponsor a 100 water bottle giveaway for \$150

Water bottles will be given to people signing up for safety skills classes, participants in Bike to Work Week and participants in the ride to the game event. Bike Month graphics as well as sponsor's logo will be printed on the bottles.

### Indirect Financial Support & General Participation

Offer your support by volunteering at Bike Month Events, donating goods and services for bike month events. Promote Bike Month on Social Media or include Bike Month information in advertising materials previously budgeted.

#### Bike Shops:

Engage with customers- staff a mechanic and provide work stand/tools at the Farmers Market booth.

#### Restaurants:

Promote a restaurant as being bike friendly- extend happy hour special to cyclists and post bike routes to a restaurant location. Provide food samples at an energizer station for cyclists participating in bike to work week.

#### Retailers:

Associate your store's brand with healthy active lifestyles. Provide promotions to your customers and employees during bike month. Provide gift cards or merchandise to serve as raffle prizes to be used at Bike Month.



**MAY IS >>> BIKE MONTH**

**THE LEAGUE**  
OF AMERICAN BICYCLISTS  
≡BIKEMONTH

