



Rural Cycling Toolkit

Lessons Learned from the First Corn Hill Bicycle Festival and Route Guide

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1 INTRODUCTION

1.1 The Idea

The idea of having a bicycle festival in Corn Hill came out of a discussion between friends. The discussion revolved around the aspects of Southern New Brunswick that the two of us really enjoyed and admired. Both of us had lived away from rural New Brunswick for some time and upon returning we had a great appreciation for the rural communities and landscape.

The desire to help people experience the beauty of southern New Brunswick's pastoral landscape was strong for us. As avid cyclists we have enjoyed cycle touring as a way to travel and to get to know the places we lived. This love for two wheels and the rolling hills of New Brunswick fit perfectly and thus the idea to bring cyclists to Corn Hill, NB was born.

1.1.1 Why Corn Hill

Corn Hill is a rural community centrally located between the towns of Petitcodiac and Sussex in Southern New Brunswick. The first European settlers cleared the land in c. 1810 and found rich fertile soils. Over the years the community has remained a productive agricultural area with a mix of farms. What makes Corn Hill unique in New Brunswick is a combination of its open farming landscape its location high up, on rounded hills that look out for miles over above long valleys to the east and west.

The magnificent views and varied terrain has made the Corn Hill area a popular destination for cyclists. The quiet roads pass through open landscapes which have few blind corners. This provides a relatively safe environment for cycling. And finally two established restaurants have been attracting cyclists for many years. The Corn Hill Nursery's Cedar Café located in Corn Hill and the Gasthof Old Bavarian Restaurant, located just down the road in Knightville.



Figure 1: Corn Hill is well known by cyclists for its great views and varied terrain.

1.2 Our Goals

We wanted to increase the awareness of cycling in rural settings and we wanted to encourage people to get back on their bicycles. This was simplified into two goals:

- Increase the average individual's comfort with rural road cycling; and
- Promote cycling in the Corn Hill area.

We realized early on in discussions that hosting a bicycle festival would be a 'one-off' project, which would only reach a limited number of cyclists. No matter how successful the festival was its impact would be limited to those that could attend. On the other hand published information, such as a route guide, could act as an ongoing tool but alone would not achieve our goal of increasing people's comfort with road cycling. So by combining the two aspects, a one-day festival and a published cycling route guide, we felt this project could generate a larger and longer lasting impact.

1.2.1 The Cycling Route Guide

One component of the project was to outline four to six cycling routes on the roads around Corn Hill. These designated routes were mapped described in a two-page route guide. The information contained in the guide includes: routes distances, key geographical features, road names, gravel vs paved, points of interest, and more. The purpose of the route guide was to encourage people to get out on country roads of Corn Hill at their own speed and on their schedules. The guide helps cyclists navigate the unfamiliar back-roads and it highlights some of the area's best sights and businesses. *Cycling Routes of the Corn Hill Area* was launched at the Bicycle Festival on July 24th.

1.2.2 The Festival

The purpose of the Corn Hill Bicycle Festival was to:

- celebrate the new *Cycling Routes of the Corn Hill Area*;
- be a learning day to improve rural road cycling skills; and
- provide an opportunity to enjoy Corn Hill's wonderful terrain in a supportive environment.

The festival day was structured in such a way to get people on their bikes and to introduce the more timid to the world of road cycling. The old saying 'it's just like riding a bicycle, you never forget' is misleading; like anything else, being a skilled cyclist takes practice. The festival's workshops and group rides provided the environment and support needed to learn new skills and revive the fun of riding.

1.3 Benefits of Rural Cycling

Bicycling provides a plethora of benefits to your health, the environment, and our community. There are many examples out there online – a good overview comes from a group called Share the Road in Ontario (www.sharetheroad.ca). Here's just short list of some of the benefits that cycling can provide to rural communities:

- **Accessible rural recreation and physical exercise.**
 - Having accessible recreation options can be more difficult when living in rural areas. Gyms, recreation centres, yoga classes and sport teams generally require residents to drive into city centers. Whereas cycling, along with walking and cross-country skiing, are recreational activities that residents of rural areas can do locally.

- **Economic spinoffs**
 - Attracting cyclists to your community can generate a number of positive economic spinoffs to the local economy. A well documented example of this is from *Route Verte*, which is a network of roads and trails for cyclists in Quebec (www.velo.qc.ca/rv).
- **Cycling as an alternative mode of transportation.**
 - Raising awareness about cycling in rural areas, encourages people to consider other transportation means. Although long bicycle commutes to town may not be practical on a daily basis, shorter trips within the community are an enjoyable and practical way for people to get around. For those who do not have access to a vehicle on a regular basis (*i.e.* youth, single vehicle families) bicycles provide an efficient way to travel short distances for 6 months of the year.
- **Renewed Sense of Community.**
 - Traveling by bicycle isn't fast. And that's the point. Slowing down and taking the time to pedal your bike allows you to take in your community – passing the neighbour's house you have time wave and say hello, further on you notice a farmer plowing his field, and since it's a weekday you smile at the local kids getting off the school bus. Being aware of your community is an important first step in building a stronger one – something many of us could benefit from.

2 PROJECT MANAGEMENT

In May, once the funding was secured, the first days of work involved extensive planning. Detailed work plans were created as a reference to help keep the project on track. A set of Excel Spreadsheets were set-up as a simple way to organize and track project tasks. The free online program “Google Documents” allowed easy sharing and updating of these spreadsheets. Prioritizing tasks helps safeguard against forgetfulness and reduces the likelihood of procrastination. Taking the time in the beginning form a comprehensive work plan, that completely lays-out the tasks, will help keep you on track.

Google Documents

Create and share your work online and access your documents from anywhere. Manage documents, spreadsheets, presentations and more all in one easy place.

2.1 Task Planning

A good work plan is indispensable. Figuring out the tasks and timelines needed to complete your cycling project can seem daunting but it is not as bad once you start plugging away at it. What worked well for us was to start by thinking backwards from the finish line. Start at your end goal then lay out the big items that will need to be accomplished in order to reaching your end goal.

For example, to host a day-long bicycle festival our major planning components were:

- Festival program
- Facilities

Event Planning Help

Smart Commute Michigan has a useful event planning document on their website. [www.mismartcommute.org / how to/plan_an_event](http://www.mismartcommute.org/how_to/plan_an_event)

- Volunteers
- Participants
- Food
- Communication plan
- Marketing plan
- Advisors

Under each of these major planning components smaller but necessary tasks and deadlines are assigned. For example the “festival program” would be further broken down into a schedule, workshops, and rides. It is important to remember that things will change as you go – tasks will be added and others scratched, no one can predict the future.

2.1.1 Be Flexible

Keeping track of your progress is crucial but be ready for things to move at unpredictable speeds. Working with a variety of other groups and people leads will be unpredictable, especially if it’s the first time planning such an event. Often you will be following a lead for some time before it materializes. The important thing is to keep following it. You might not end up exactly where you planned but close enough.

2.1.2 Project Timeline

- February & early March
 - Idea development
 - Research funding sources
 - Application for grants
- March & early April
 - Continue to develop ideas and sort logistics
- April & May
 - Funding confirmation
 - Establish work plan with timeline
 - Set working budget
- June
 - Follow the work plan!
 - Marketing and publicity push
 - Update budget
 - Begin registration process
- July
 - Continue marketing
 - Continue registration process
 - Confirm festival presenters and volunteers
 - Coordinate festival lunch
 - Gather supplies

- Finalize the route guide
- July 24th
 - Host successful event
 - Post-festival debrief
 - Organizing administrative stuff
- August & Beyond
 - Thank you cards
 - Complete reports.

2.2 Work Space

Having a designated workspace was useful for staying organized and creating a routine. In our case a grantor was able to provide extra support by offering us a workspace. It was wonderful to have an office space outside of the home. If you can find a partner or organization that will provide an in-kind donation of office space it is a valuable asset, especially if it includes printing services, a mailing address, phone, internet, and general office supplies.

3 FINANCING

The Corn Hill Bicycle Festival was funded by two grants, as well as donations and in-kind contributions from local businesses and individuals. The short time frame in which this festival came together did not leave enough time to actively pursue sponsorships from businesses. Although near the festival date a couple of monetary and in-kind donations helped ease the tight budget. Now that Corn Hill has demonstrated that it can host a successful festival, seeking sponsorships and donations from businesses should be easier.

3.1 Money vs. Sweat Equity

Although a chunk of money was needed to get this project off the ground, volunteer time, and community contributions cannot be overlooked. The success of the festival and the route guide was because of all the people in our community who believed in its importance and supported the project. The support provided was incredible- from office space and printing to product donations and volunteer time, it would not have been a festival without the community's assistance.

As you are planning your event understand that money may get it off the ground but making it a success is directly related how much sweat and energy goes into it from all the volunteers. For us the festival depended upon the essential help volunteers provided in the days leading up to the festival and on the festival day. As well, as organizers each of us put in well over 200 hours of volunteer time over the course of two and a half months. That doesn't include the long days it took to prepare grant applications and write this report. Volunteering is a rewarding experience and we were happy to contribute so much to see this project succeed.

3.2 Grants

3.2.1 Why we applied for a grant

Receiving a grant gave us the ability to focus on planning the festival and route guide rather than worrying about making ends meet. This was the first project of its kind in the region and it was essentially to see if it would work.

We applied for funding from three different organizations and received two grants. This funding helped with materials, equipment, and as well as providing a small honorarium for the two organizers.

3.2.2 Applying

Grants application deadlines tend to be in the fall and spring; however, some granting bodies accept applications year round. Many grants are offered only once a year and some want applications a year or two in advance, so start looking for grants well in advance of your planned event.

When seeking grants make sure to look at the grant's objectives and see if your goals fit within the grant's scope. You will have to tailor your application and perhaps even the project to fit the grant's requirements. Yet this is often just a case of correctly framing your ideas and plans so they match what the granter wants. Bicycle projects have the ability to touch many of the common grant themes such as health, community, environment, families, seniors, and youth.

Unless you are already affiliated with an organization, you're going to want to find a group to partner with. Individuals are typically not eligible for grants (businesses may or may not be). Look for a non-profit organization that you can partner with. As two individuals, we were not able to receive grants so we approached the Corn Hill Women's Institute and pitched the idea to them. We found common ground on themes such as health and community vibrancy. Despite having no experience with cycling, the Corn Hill Women's Institute agreed to support us.

The application process can be a lot of work and may force you to ask some serious questions about your project. Applying for grants forces you to think through and solidify your vision and outcomes. The application process will help ground your ideas in reality. It can be a worthwhile process.

3.3 Donation of Goods

The donation of goods was critical for making the festival happen. Most of our donations were what is called "in-kind", meaning products or people- time was donated. For a festival of this small scale there are some things you just can't expect to buy or rent; such as office space, barbecues, or support vehicles. Getting product donations (for example first aid supplies) and borrowing equipment (such as tent and canopies) saved the festival a considerable amount of money.

Below is a list of the in-kind donations that we received (in no particular order):

- Office space
 - Internet and phone
 - Printing and Paper
 - Office supplies

- Large tents
- Trash cans
- First aid supplies
- Cleaning Supplies
- Door Prizes
- Support vehicles
- Megaphones
- Tables
- Projector and screen
- Barbecues
- Food
 - Base ingredients
 - Snacks and juices
 - Baked goods
 - Fresh produce

We actively sought out some of these donations, while others were provided to us without request and we could not be more grateful for that. A “request for donation” template letter can be found in Appendix I.

4 PROMOTION

4.1 Branding

Since this was the first year for the bicycle festival as organizers we felt it would be a good investment of funds to have a distinguishable logo made in order to brand the route guide and the festival. Having a strong image connected to the festival and the route guide will help with future events and festivals by building on a recognizable brand. Having a strong logo also helps give credibility to the project.

Budget Friendly Graphics

Work with the local high school, university, or college graphic design class. Most teachers are open to the idea of incorporating community projects into their class curriculum. It is a great option but you have to be willing to “let go” a little bit.

4.2 Logo

There are many ways to go about creating an image for your own community event. One option is the self-design route, which we began with. But, neither of us is skilled with graphic design programs and it seemed like a waste to print everything with a boring logo. So after an initial attempt we decided to work with a local artist to create a logo that would symbolize for feel of the festival. The artist did an excellent job- creating a simple yet catchy logo. The logo shows cyclists casually riding together (see figure 1). Working with a local artist was a good experience, feedback was straightforward, and after several iterations we were satisfied with the professional looking logo.



Figure 2: Corn Hill Bicycle Festival Logo in two colours.

4.3 Online

There's no doubt that that online promotion was imperative to the success of the event. We live in a technology-based world and the internet now provide festivals and events with quick and free promotion options. The benefit of online information placement is that it is a flexible medium allowing you to share photos, documents, news, and more in real time. So we plunged right in.

4.3.1 Free Website

First things first, the website was the keystone of festival's whole marketing campaign. All the other promotional material pointed people to the festival's website. Nowadays, when people want to know more information, they go online. A good website should be a place that where people can be find out more information. So for that reason the website should be organized and professional looking. A website is an easy way to give your event serious credibility, fast.

The best thing about setting up a website is that you can get it started early on and slowly add information as it becomes available - websites are flexible. You can change things on the fly in a way that no printed promotions could ever achieve. There is plenty of info online about building websites and how to get more hits on your site –just do some Googling.

Nowadays, anyone can easily create a website for free! There are several sites to choose from and each typically has a few templates that will help you get started. Wordpress.com was chosen for the festival website. Wordpress.com is intended for blogging but it works well as full webpage. To get free hosting you'll have to accept “[____.wordpress.com](http://www.bicyclecornhill.wordpress.com)” at the end of your website address. We chose a generic address that could be used for future events and as a site to promote cycling in Corn Hill- www.bicyclecornhill.wordpress.com. Figure 3 provides a glimpse of the website we created. Please note that Wordpress.com is easily confused with Wordpress.org, which is a tool for building full websites.



Figure 3: An image of the free website used for the project.

Wordpress.com is a fairly user-friendly. We taught ourselves how to set up the website over the course of a couple days. The built-in templates will make your website look professional. You can upload photos, files (.pdf of posters and registration form), and even videos to a Wordpress website. Wordpress.com also keeps track of your sites visitors. This tool provided us with the ability to track what promotion sources worked well. For instance a huge jump in website visits occurred the day after an article was published in a free biweekly paper about the festival. So for future events we will make sure to use this paper as a promotion tool because it works at getting people to the website and to register. However, visits were consistent on the website and in the days leading up to the festival web use was constant with over 100 hits/day. All in all, the www.bicyclecornhill.wordpress.com website was a success.

4.3.2 Facebook

Another bike festival organizer suggested that Facebook was an essential tool for building excitement and keeping track of attendance. Setting up an “Event” on Facebook was one of our first promotional tools used. The response to our event was slow and never amounted to too much. Most of those who signed up for the Bike Fest’s Facebook Event were volunteers. And some of those who signed up never intended to attend the Bike Fest. We were not impressed with the Facebook response, but neither of us are Facebook experts. Likely someone with more Facebook skills could do it better.

4.3.3 All over the Internet

Getting your event spread all over the internet will help raise the event’s profile and rank in Google searches. This visibility helps reach a lot more people through the internet. Find groups that will support your cause and post your event information on their websites. The provincial cycling association VeloNB, urban active transport groups, and the New Brunswick Environmental Network posted the Corn Hill Bicycle Festival information on their sites. The festival did get some attention from local bloggers who promoted the event and someone even added a blurb about the festival on Wikipedia. All these internet mentions improved the festival’s ranking in internet searches.

Email is another great electronic promotional tool. An effective way to promote is by sending a short email about the event, with a link to the website, to key people with extensive social networks. As well, it is good to determine what interest groups are compatible to your event and send a note to these groups’ list-serve administrators so the email can be circulated amongst these potential participants. For

the festival, recreational groups such as urban active transport associations, outdoor enthusiasts groups, and bike clubs helped us by emailing their members about the festival.

4.4 Power of Networking

Don't underestimate the power of your personal networks. Although we live in an age of electronics, real life social networks can be a powerful tool to spread the word. Combining this kind of grassroots promotion with the ease of the internet is powerful.

Get in touch with friends and family. Invite them personally and encourage them to help spread the word. Taking the time to contact key people opened up a huge promotional opportunity for us. A friend emailed the festival invitation to all 300 members of Active Transport Saint John and another linked us into the outdoor enthusiast provincial list-serve. These links lead directly to many registrations. Use your contacts to spread the word through other local groups and even ask if you can put an announcement in local Church Bulletins!

4.5 Posters

We also chose to stick with the traditional side of promotion – posters! Posters are a tried and true advertising technique. They are great for promoting the event in specific communities- whether that's a small town or the community of folks that frequent bicycle shops.

Putting up posters is time consuming if you have a large geographical area to cover. It involves lots of driving, which can add up to several days of work. Try to narrow down the places on your poster list. Think about the target audience – focus on nearby areas, and more specifically bicycle shops, grocery stores, and even hair salons can be key places to advertise. Many big box stores won't let you put up posters but local businesses sure do!

Here are some of the places that Corn Hill Bicycle Festival posters were displayed:

- All bicycle shops in the region (Sussex, Moncton, Fredericton, Saint John);
- Grocery stores in Sussex, Kennebecasis Valley, and Petitcodiac;
- Post Offices in Sussex, Kennebecasis Valley, Moncton, and Petitcodiac;
- Local businesses and convenience stores in surrounding area; and
- Health & Fitness Centers in the area.

Overall there was a good response from the posters. One woman called in to ask about the festival because she said she was seeing the posters "everywhere". Postering was a useful tool for increasing credibility, getting attention, and as a continual reminder for people to actually register.

4.6 News Media

You don't need to buy advertising space to get into the News Media. It is just a matter of turning your event into a "news" story. It starts by submitting a press release. The press release may be printed as it is, or could be picked up by a journalist for a larger story. Press releases were sent to all the daily and weekly papers, as well as to regional radio, and TV stations. A month before the festival the first wave of releases was sent in the form of a full-length press release, which can be found in Appendix II. The full-length release was sent to newspapers, radio stations, and regional TV news agencies in all the nearby cities. (A NB media contact list is provided online by the provincial government at <http://www1.gnb.ca/cnb/medialist/index-e.asp>). The initial press release was followed up a week later by a call to all the media outlets, yes this may seem a bit excessive, but it was a necessary to push the press release to the front of their desk so to speak, and get published.

Media Can Be Your Ally

Press can be tricky - their stories can take on a different angle than you may expect. Yet, press still provides you with a great way to reach the masses. So, plan on taking the lead in this dance. Send out comprehensive and well-edited press releases early. Then follow up - and keep at them! .

In addition to the press release a simple notice, known as a Public Service Announcement (PSA) was sent to the whole media list about two weeks before the festival (see Appendix II) The PSA worked as added advertising and reminder to the public. Another reason PSA's are great is if they qualify as a public interest or a community service they are free. This is what we wanted given the festival truly is and was a community project and event. As well, since it was a new festival it made sense that the festival could be considered "news".

The media push succeeded, as full-length articles were printed in 5 print papers, 1 online paper, and 1 radio interview on Saint John CBC morning show. As well, the festival PSA was printed more than once in all the local papers, played on the radio, and even got a mention on Breakfast Television.

After the festival a follow up press release shared festival highlights and conveyed thanks was good way to cap off the event. This press release was carried in a number of local and regional papers. As well an interview was printed in Moncton's The Times & Transcript. It is important to let people know that the festival was a success in order to generate interest in future events. Some of the printed newspaper articles can be found in Appendix III.

5 PLANNING THE FESTIVAL

5.1 Our vision

We envisioned a day where people could ride to their hearts content and also learn few things about cycling. The day was planned so that people would be able to go on group rides and take part in workshops.

5.2 Registration

It was decided early on that pre-registration would help us plan the festival more smoothly. There were a lot of reasons to do pre-registration (*i.e.* planning meals, planning workshops and ride) but the weather was the single biggest reason. The weather would make or break the festival, and although we had a rain-date, we knew that a rainy forecast would dissuade many people from attending. Making participants pay their money before the festival ensured that even if the weather turned people away, we'd be able to cover our expenditures.

We prepared a registration form and brochure that was available at some shops and bike stores, as well as online. It can be found in Appendix IV.

On all of our promotional material we stressed pre-registering by July 17th (one week before the festival). If participants pre-registered before July 17th the fee included lunch and a copy of the route guide. Registering after the 17th, cost the same price but did not include lunch or a copy of the map. People were still welcome to register when they arrived on the day of the festival. However, as it turned out very few people registered on the day. The hurdles of pre-registration may have dissuaded some people from coming but overall we were happy with the guarantee that it provided.

Pre-registration forms could be faxed, mailed, or dropped off in Sussex at either the local bike shop (Outdoor Elements) or our office. Payments could be made by cash, cheque, or credit card. Outdoor Elements was able to help by handling the credit card payments at the store.

There were approximately 65 registered participants at the festival, and our volunteers were encouraged to participate for half the day, which boosted the number of actual participants to nearly 100. This was a very manageable number. A hundred may seem like a large group but remember that for most of the day, participants are either off on group rides or in workshops. The large group came together in the morning, at lunch and again for the final ride, otherwise the participants were dispersed.

5.3 The Venue

The festival was held at the Corn Hill Community Hall which has been in the community for decades and is owned by the Corn Hill Women's Institute. It was a great venue. There was lots of space inside for workshops and eating, as well as lawn space for tents, and an outdoor area for a kids bike rodeo. Parking was located on a quiet gravel lane across the road.

Here are a few things to look for in your venue:

- Bathrooms;
- Fully equipped kitchen;
- Indoor eating area with tables and chairs;
- Ample car parking onsite or nearby; and
- Lawns;

The space was used to its full capacity. Workshops were held in the main hall area, as well as in the basement, which had a garage door to the outside. On the lawns large canopy style tents were set-up for shade and rain protection. Registration and workshops occupied these tents. In the parking lot a kids' bike rodeo was held. A special addition was the homemade bike rack on the front yard- it was a simple wooden rack but it was well used.



Figure 4: The Corn Hill Community Hall was the venue for the Corn Hill Bicycle Festival.

5.4 Flexible Scheduling

The rough timeline for the day was laid out early on. This provided a good platform to work off. From this a list of potential workshops was pursued. As the workshops became finalized they were slotted into the timetable. Workshops and group rides were coordinated so that participants could get the most out of their day.

5.5 Workshops & Presentations

We started with a long list of potential workshops and presenters but this list was gradually whittled down. On our registration form workshop options were laid out and people were asked to indicate which ones they were interested in. This was somewhat helpful and could be a useful tool when planning future events. However, it would have been good to have had finalized the workshop list earlier on so that this could have been online earlier and used to promote the festival.

Workshops covered a range of topics, with a focus on basic bicycle skills. In the morning there were a couple of workshops on fixing flat tires – a big hit with the crowd. A two-hour workshop-ride combination introduced people to gears and shifting. “Cyclewise” was a workshop that covered a range of topics but focused primarily on cycling safety. A children’s bicycle rodeo also took place first thing in the morning. In the afternoon, there was a workshop on basic bike mechanics, as well as presentations on a road cycling trip across Canada and the history of Corn Hill.

It is helpful to have a brief description of each confirmed workshop on the website so that people know what to expect at the festival. Something we didn’t do but would do next time is to give a brief bio of

each workshop presenter before the workshop started. The workshop presenters were all very skilled and experienced cyclists, and a better job acknowledging them would have been good.

Planning the workshops and presentations was a juggling act. Dealing with limited space in the hall and with several presenters doing more than one workshop we had to be careful to not overload them. The schedule was organized with basic workshops, such as flat tires and shifting gears to align with the shorter group rides. Conversely, it was assumed the longer rides in the morning (30km & 100 km) would attract the more experienced riders and leave their afternoons open for attending workshops and so more skilled workshops were slotted in the afternoon. This assumption seemed fair, however, an important thing learned was that many participants didn't fit into the assumed stereotypes, with beginner and experienced cyclists alike attending a wide range of workshops.



Figure 5: The “Changing Flat Tires” workshop was a hit.

Figure 6: Schedule for the 2010 Corn Hill Bicycle Festival.

8:00	SETUP 8:00-9:00					100 KM RIDE WITH OUTDOOR ELEMENTS
8:30						
9:00	CHECK-IN AND REGISTRATION 9:00-10:00					
9:30						
10:00	FIXING FLAT TIRES <i>with Bill</i>	SHIFTING GEARS <i>with Lucas</i>	KIDS BIKE RODEO <i>with Terry</i>	30 KM & 20 KM RIDE <i>Great Valley</i>		
10:30						
11:00	FIXING FLAT TIRES <i>with Bill</i>	CYCLEWISE <i>with Tim</i>			5 KM RIDE <i>The Block</i>	
11:30						
12:00	LUNCH 12:00-1:30					
12:30						
1:00						
1:30	BASIC BIKE CHECK <i>with John</i>	CORN HILL'S STORY <i>with Joe</i>	20 KM RIDE <i>Eastern Meadow</i>	WOMEN'S RIDE 20 KM <i>Eastern Meadow</i>		
2:00						
2:30	CYCLING ACROSS CANADA <i>with David</i>				TRAIL RIDE 5 KM	
3:00						
3:30	Refreshments & Snack Break					
4:00	HANS LAMMENS MEMORIAL RIDE - 5 KM					

5.6 Group Rides

Since the festival was also the launch of *Cycling Routes of Corn Hill* it made sense to use the routes described in the guide for the group rides. All of the rides, with the exception of one, were on paved roads. The rides covered a range of distances to suit different fitness levels and interests.

The longer rides were one 20/30km in the morning and two 20km rides in the afternoon. These rides took up the full chunk of time before and after lunch. They also took two different routes so that riders would be able to do both without covering any of the same ground.

An alternative to these were the shorter rides, which in addition to being much less physically taxing, gave the participants the time to attend more workshops. The morning's 5 km ride was a continuation of the morning's "shifting gears" workshop. The instructor of the "shifting gears" workshop led the ride and continued to assist participants with shifting. The 5 km trail ride in the afternoon was the only off-

road ride of the day and it was very popular. It was a mellow ride which mostly consisted of gravel roads or narrow woodlot roads. In the afternoon, the Women's Ride followed the same 20 km route as the regular afternoon ride but gave women the opportunity to ride together. The 100 km, which was coordinated by the Outdoor Elements Bike Club, left early in the morning and came back for lunch.

The final ride of the day was a chance to bring all the riders together for a short 5 km ride around the community. It was a time to reflect on the day and have one last chance to soak up the views. This ride was dedicated to local cyclist Hans Lamens, who passed away earlier in the year.

Each group ride had a couple volunteers to look after the group. These volunteers were competent cyclists and were responsible for handling issues while on the roads. Each was equipped with a cell phone and sweepers carried a first aid kit.



Figure 7: Cyclists riding together on the 20 km afternoon group ride.

The leader stayed at the front of the pack to guide the way, since most riders did not know the back roads. The sweeper has an equally important role on the group rides. They stay at the back and make sure that no one is left behind. If needed, they can call in for a vehicle to come pick up a rider. At a festival with a fixed timeline, it's a good idea to pick up cyclists that get flat tires or break-downs. Sure the tire could be fixed on the side of the road but then someone would be missing the next activity.

6 FESTIVAL FOOD

Initially we planned to have a community group take care of the food for the festival. However as the festival date moved closer there was no group able to look after the food. So, the decision was made get a team of volunteers to make the food, in house so to speak. It took more work to organize it ourselves but we were happy with the results.

6.1 Menu

Given that participants would be burning lots of energy on the rides we wanted to provide a healthy and delicious meal. As well, considering Corn Hill's agricultural backdrop, it only made sense to include some local food in the menu.

In order to plan the adequate quantities and to accommodate dietary restrictions, the lunch required pre-registration. The menu accommodated vegans/vegetarians, wheat/gluten allergies, and dairy free eaters. Local sausages and sauerkraut were served, as well as veggie-burgers. Four different salads were prepared and each was loaded with fresh vegetables (mostly local vegetables). There was a curried rice salad, Greek pasta salad, potato salad, and a green garden salad. There was also bread, fruit, juices, and the Corn Hill Women's Institute provided homemade cookies. The food went over really well – one woman commented *"The registration fee was worth it just for the lunch!"* In addition to the big lunch, participants were provided with granola bars, baked goods, fruit, and juice for snacks. As well, our team of volunteers had a special stash when they needed a break during the day.

6.2 Preparing Food

Food preparation began with help from volunteers the day prior to the festival. The community hall provided a well-equipped kitchen space with two refrigerators and stoves. The final preparations were completed on the festival day by a team of volunteers. Barbecues were borrowed from friends and propane was donated by a local gas station. Barbecuing is a good option since it can be done outside, requires very little clean-up and is usually a crowd pleaser.

We over-estimated how much food would be eaten and had leftovers. But having more than enough is better than not enough. Since this was our first experience planning a meal for a festival we were very happy with how it went.

6.3 Serving

Tables and chairs were setup in the community hall and food was laid out buffet-style at one end. Initially we expected participants to just get their food and then go outside to lounge in the grass. However it turned out that the tables and chairs were a hit! Everyone wanted to get out of the sun and sit down to relax with their lunch. A local musician was invited to play guitar during lunch in exchange for donations and a free lunch. It was nice having music in the hall while people enjoyed their meal. Lunchtime also provided a very important opportunity for people to chat and get to know each other.

7 VOLUNTEERS

Volunteers are crucial! Volunteers are involved with all aspects of festivals from helping to pick-up the barbecues and raising tents to carrying out registration and teaching workshops. You should be thinking about your volunteer needs as you plan all aspects of your festival.

As an organizer, it is important to realize that at the festival your role will be to manage and supervise. Volunteers will be doing pretty much everything else. As much as you'd like to get your hands in there, you'll have to step back and leave it to the volunteers.

7.1 Who is Needed for the Festival

"Sure I'll help. What do you want me to do?"

That's a question you're likely to hear over and over again from the very beginning. Figuring out what the festival needs for volunteers should be completed early. Again it goes back to taking some time in the early stages of planning to determine what tasks you'll need volunteers for and who you might know that would be interested and helpful. Be strategic, figure out what you need before you go looking under every rock for volunteers.

The bicycle festival needed some volunteers with specific bike-related skills as well as many volunteers for general duties. With the workshops and rides generally decided people were actively sought out who had the needed skills (for instance, someone to teach a workshop on shifting gears). Then the festival schedule was examined and the number of volunteers needed for each part of the day was estimated. Furthermore, the specific roles for volunteers were set down and an information sheet that described, in general, the duties for each role. This list of volunteer duties and roles can be found in Appendix V.



Figure 8: Volunteers working the registration booth on the morning of the festival.

7.2 Making it Fun and Effective

An objective of the festival was that volunteers would get to enjoy the day. A big part of this was giving the volunteers time to participate in rides and workshops. Morning and afternoon shifts were setup so that every volunteer would be freed for half of the day to take part in the festival. This role sharing worked because it kept volunteers fresh, enthusiastic, and meant that volunteers would be our eyes and ears in all the workshops and rides.

We wanted to provide an incentive for volunteering at the festival and we thought it was only fair that volunteers get some perks. Besides the satisfaction of helping out, volunteers got to:

- Attend the festival for free (obviously!);
- Only had to help for ½ the day;
- Had the opportunity to participate in workshops and rides when off duty;
- Got a free lunch with snacks and drinks throughout the day;
- Got a free copy of the Cycling Route Guide; and
- Invited to an after party and supper; and
- Received a thank you card for their help.

7.3 Matching Volunteers with Roles

Armed with a list of volunteer roles you can hit the streets and start recruiting. The specific roles (*i.e.* workshop instructors and ride leaders) are in some ways easier to fill because it is a very defined job. The general roles can be more complicated to fill if you are attempting to match people's interests with a role. This takes some thinking but in the end it helps things run very smoothly. Find the volunteers who are very organized and put them in charge of registration in the morning. Likewise, put the cooks in the kitchen! Put the flexible people to work on a variety of tasks and keep a couple to help as floaters.

As organizers you just can't be everywhere at once. You'll have to trust your volunteers to get the job done (*i.e.* refrain from micromanaging!). This means finding *responsible* volunteers but also providing your volunteers with *structure*. Assign them with defined tasks and timelines and then let them do their magic. This is what we did and it made the day run very smoothly. The volunteers took their tasks and ran with them, figuring out the hurdles along the way. When you assign roles and delegate responsibility, then step back and give your volunteers space, you'll be amazed with what they can pull off.

7.4 Good Communication

Leading up to the festival it is important to keep in touch with your volunteers. Volunteers want to know what is going on and it is your responsibility to contact them. If you leave them in the dark don't be surprised if some make other plans or simply forget about it. And just in case some volunteers have to cancel, it is best to have that steady dialogue so you know sooner rather than later.

A few days before the event, confirm with each volunteers that they are attending and give them details about their role. Volunteers need to be given clear information about when and what they will be helping out with so that they can feel comfortable in their role. They will depend on you for initial guidance, guidelines, and goals but then you can count on them to succeed.

Keep your volunteers in the loop by providing them with the following:

- Duty/role, goals, and guidelines;
- The hours they need to volunteer;
- Name tags (tee-shirts) to establish their role; and
- Thank you cards are a nice touch.

8 CREATING A CYCLING ROUTE GUIDE

8.1 The Idea

Cycling Routes of the Corn Hill Area was born out of a simple desire to help encourage cycling on the area. The back roads that pass through the Corn Hill on their way between Sussex and Petitcodiac, have been well known to cyclists for many years. The open landscape of rolling hills and big views is an attraction for many. We wanted to get the word that the Corn Hill area is great for cycling.

The festival would show people the back roads around Corn Hill but something more than this one day even was needed. We wanted something that people could put in their pocket as they explored the back roads on their bike. We decided that a map geared towards cyclists would be helpful for those who are unfamiliar with the area. Since there are many roads to choose from, we hit the pavement and tested the roads, then picked out a few of the best cycling routes to include on the map.

8.2 Getting Started

The best way to begin is by getting on your bike and riding the roads. Get a feel for the area first hand and study any maps you can find for the area. It is really useful to get input from as many cyclists as you can about the area.

When it comes to designing your route guide, take time to research other cycling maps online. Many cities have completed cycle maps. A good resource is Bicycle Annapolis County from Nova Scotia. It has online and printed maps for a number of routes in their county.
(www.annapoliscounty.ns.ca/recreation/bicycle.htm)

Here are some questions you should consider as you're designing your map and route guide:

- Are there other maps for your region that are popular?
- Who will be using the map - elite cyclists or casual riders?
- Will the map be used by locals and visitors – visitors will need more details.
- Which roads should be included in your map – paved roads, gravel roads?
- What places should cyclists know about – rest stops, restaurants, good views, historic sites?

You'll also want to think about the size of the map you want to create. Large glossy foldout maps look great but will cost much more to print and more time to design. We chose to go with a regular 8.5" x 11" page size that any home printer can print.

8.3 Designing Your Map

Cycling Routes of the Corn Hill Area was first sketched out using pencil and paper with only a free map from the tourist information center as a reference. After a few iterations we were ready to start designing on the computer.

Free Designer Programs

Adobe Illustrator: It's the industry standard for design. Download a free 31-day trial.
www.adobe.com

Inkscape: A powerful and completely free open source alternative to Illustrator.
www.inkscape.org

The computer program we used to design the map was Adobe Illustrator. Illustrator is a powerful design program that is relatively user-friendly. You can download a Free 31-day trial from the Adobe website. We had no previous experience with Adobe Illustrator or similar programs, but got occasional help from a family member who had experience with Illustrator. Illustrator works in Scalable Vector Graphics (.svg). This is extremely useful for editing non-photograph graphics. It allows you to scale up or down the size of the graphic without any losses to quality.

A good alternative to Adobe Illustrator is a free, open source program called Inkscape. Inkscape is similar to Illustrator in many ways and uses the same file formats. Inkscape can be downloaded from www.inkscape.org. Again, it's relatively user friendly and works in Scalable Vector Graphics (.svg).

Make sure to have others review your map before you start putting the final details into it. The final details can take a very long time to finish and any major changes at this point are a real pain in the neck. Before making the final version, sit down with someone and go through every detail of the map, getting it just right before you put the final touches on it. The final copy of the map can be found in Appendix VI.

8.4 Distribution

Cycling Routes of the Corn Hill Area was officially released at the Festival. Every participant and volunteer received a copy. Afterwards printed copies were available by donation at stores in Corn Hill and nearby towns. As the next bicycle season approaches we will be making the maps available in more locations. Donations collected from the maps will go towards future cycling events.

We decided early on that we wanted the *Cycling Routes of the Corn Hill Area* to be readily available to anyone. The easiest way to accomplish this is to have it available on our website where it can be downloaded for free (www.bicyclecornhill.wordpress.com).

9 SAFETY AND LIABILITY

Safety and liability will always be a concern for any festival or cycling event. It's best to think about it early and get a plan worked out. Not only could a tragic incident lead to legal recourse, it could have major impact on future events in your community and even the region. But by employing preventative actions and if possible securing liability insurance, you will have less to worry about on the day of your festival. It is important to recognize that compared to other events such as races recreational road cycling is rather tame and poses fewer inherent risks.

9.1 Due Diligence

The term "due diligence" often arose when discussing safety and liability. Essentially due diligence is taking all reasonable precautions to safeguard against injury and loss. To accomplish this, St. John Ambulance was brought on-site along with several trained first aid providers. Emergency Health Services (ambulance) was contacted before the event to give them a heads up. As well, first aid kits were carried the support vehicles and on each group ride. To make the roads safer; "Watch for Cyclists" signs were

installed along the road entering the community of Corn Hill. Plenty of drinking water and shade was made available to prevent heat stress and dehydration among participants.



Figure 9: Watch for Cyclists signs were put up along roads for the festival day.

9.2 Insurance

Insurance is something that will come up sooner or later during planning. We had a good deal of trouble trying to figure out if we needed insurance, where it would come from, and how much it might cost. What we found out is that purchasing insurance for this kind of event is complicated, costly, and completely out of the question for low budget community festivals.

The best bet is talk with local cycling associations, clubs, and other cycling event organizers because they will have experience insuring events. After a few discussions with cycle groups we learnt that insurance coverage could be provided by VeloNB if the festival was considered the “event” of a VeloNB sanctioned bicycle club. The local bike shop (Outdoor Elements) had a VeloNB sanctioned club and offered to help. The festival formed a partnership with the Outdoor Element Cycling Club and the festival was organized as a club event. Every participant who joined became an Outdoor Elements Club member and in turn was covered by the VeloNB insurance policy.

Through this process it came to our attention that the provincial cycling association provides insurance coverage for races and competitive events but not directly to recreational events.

9.3 Waivers

Waivers are useful tools to help limit the liability to you and your partnering organizations. It is an important precautionary step for organizers. At the Corn Hill Festival, Assumption of Risk waivers as well as Media Consent forms were signed by all participants. Festival participants and volunteers had to read

and sign it during check-in on the morning of the festival. It is important that **every person** involved with the festival fills out these forms. That includes participants, volunteers, St. John Ambulance staff, ride leaders, workshop presenters, and even the organizers.

Since the insurance was provided by VeloNB the Canadian Cycling Association's standard Assumption of Risk form was used. Participants and volunteers agreed to become members of the Outdoor Elements Cycling Club so that the insurance would cover them. By signing the form, one acknowledges that they understood the risk, assumed personal responsibility for any injury and loss, and released the organizers from liability.

Media Consent forms give festival organizers the right to use photographs, video, or written statements taken during the festival for reporting and promotion. This is useful because it allows you to put photos from the festival online, in the press, or in future promotion material.

You will find the following waivers and forms in Appendix VII.

- Outdoor Elements Club Membership form
- Assumption of Risk form
- Media Consent Form

10 ACKNOWLEDGEMENTS

There are so many people who have helped with this project. It was great working with some many different people who all supported us in the project. We could fill many pages with thank you's so we'll try to keep it brief. First of all we want to thank the Corn Hill Women's Institute for believing in the project and throwing in their support from the beginning. This project would not have been possible without the support of New Brunswick Wellness, Culture, and Sport and Fundy Model Forest. John McNair, owner of Outdoor Elements and ultimate bike guru who played a crucial role in helping us develop our ideas and then provided needed assistance all along. Numerous individuals and businesses donated goods and services. At lastly we want to send out a very big thank you to our families who, whether they wanted to or not, were involved with the project from square one right through till the end!

Thanks to:

Winterwood Natural Food Store
Sharps Corner Drug Store
Brownsville Farms Ltd
Cedar Lane Farm
Wayne's Convenience
Corn Hill Nursery



And all the Volunteers!



11 THE ORGANIZERS

Joanna Brown is originally from the Sussex region and has recently returned to New Brunswick. Joanna is an avid cyclist with numerous personal bike tours under her belt. Over the last three years she has taken women on short cycling trips and helped them improve their cycling skills. Since graduating from the University of Victoria, Joanna has worked in various sectors; most recently she was running a community garden in Halifax, NS. Currently, Joanna works for the New Brunswick Environmental Network based in Moncton, NB.

Graham Waugh grew up and spent his youth in Corn Hill. He studied at Dalhousie University and after a stint of traveling around the continent, he was drawn back to New Brunswick. Since returning, he has become a local promoter of outdoor recreation in Southern New Brunswick through his blog *Local Motion* (www.grhmwgh.blogspot.com). Graham's work in the environmental sector has taken him from wastewater plants to remote watersheds.

APPENDIX I: Request for Donation Letter



Date here

Dear,

A new event is coming to Kings County, on July 24th the Corn Hill Bicycle Festival will be held at the Corn Hill community hall just a short drive from Sussex. The daylong event is designed to provide a great introduction to Kings County's cycling possibilities with a number of long and short-guided rides and a series of workshops that will focus on basic bicycle mechanics, and road safety. The festival is open to everyone from casual riders, avid cyclist, and yes even those of us who have a bicycle collecting dust in the garage. The day event is also to celebrate the creation of a local bike map, which will be a tool to bring more people to our region and encourage regular use of our fantastic cycling landscape.

With a history of community engagement and promotion of healthy rural living the Corn Hill Women's Institute is the festival's sponsoring organization. The WI has partnered with local cyclists Joanna Brown and Graham Waugh to organize this event. Since the festival is operating on a very small budget we are seeking support from Kings County businesses via donations. We hope Business Name Here can help us host a successful festival by providing a monetary donation to help pay necessary facility rentals.

Thank you for taking the time to consider our request; we will follow up with you in the next few weeks. Finally, we would like to invite all of Buisness Name Here staff and families to join us at the event. It will be a great way to spend a summer day, riding rolling hills, and learning a thing or two about biking.

All the best,

Name

Contact information including web page

APPENDIX II: Press Releases and Public Service Announcements

Festival Invites Cyclists to Explore the Countryside

Corn Hill, New Brunswick June 24, 2010 – This summer New Brunswickers have the opportunity to participate in a unique new event- the Corn Hill Bicycle Festival. On July 24th, in the pastoral community of Corn Hill, festival participants will have the opportunity to ride together on the rolling terrain and attend a range of workshops about cycling. This is a one of a kind festival that brings people together for celebration of cycling in New Brunswick's picturesque countryside.

The Festival is open to everyone from casual riders to avid cyclist; and yes even those who have a bicycle collecting dust in the garage. Throughout the festival day hourly workshops on subjects like bike mechanics and safety will be hosted for registrants to participate in. Also registrants can join varying distance group rides that day. Those avid cyclists looking for a challenge are invited to the early morning ride presented by Outdoor Elements; for details about this endurance ride contact them at 433-xxxx. To take full advantage of group rides, workshops, and the barbecued lunch; participants are asked to register by July 17. Registration forms can be picked up at bike shops across southern New Brunswick or downloaded directly from the festival's website - www.bicyclecornhill.wordpress.com. Anyone who is curious about the festival is encouraged to stop by on the day to experience the thrum of cyclists and catch the energy.

The Corn Hill Bicycle Festival will be held at the Corn Hill community hall located on the corner of Route 890 and the Baseline Road. The day begins at 9 AM with check-in and activities commence at 10 AM. The festival will break for lunch and then continue through the afternoon, wrapping up around 4 PM with a final group ride.

A goal of the Corn Hill Bicycle Festival is to highlight one of New Brunswick's most ideal and beautiful cycling areas. This area is even home to professional cyclist Christian Meier who is racing in the European tour – the equivalent of the NHL for cycling.

“To this day I believe the riding [around Corn Hill] to be some of the nicest I've ridden, maybe not the smoothest roads I've ridden but definitely some of the most scenic. Some of my fondest memories are of riding at home.” Christian Meier, professional cyclist on Team Garmin-Transitions, originally from Knightville NB ([bikingbros](http://bikingbros.com))

Corn Hill is also well known by traveling cyclists. Touring cyclist, Janice Wilson of Quebec had this to say:

“Corn Hill was by far, one of the most breathtaking, majestic stops on our route from Halifax to Toronto. I would definitely call Corn Hill one of Canada's less known gems.”

The Corn Hill Bicycling Festival is a collaborative effort of the Corn Hill Women's Institute, Outdoor Elements, and local cyclists with financial support from Fundy Model Forest and NB Wellness, Culture, and Sport.

For additional information on the event please contact the organizers- Joanna Brown or Graham Waugh.

Contact:

Joanna Brown or Graham Waugh, festival organizers

(506) 433-xxxx

bicyclecornhill@gmail.com

Website: www.bicyclecornhill.wordpress.com

Public Service Announcement

Festival Invites Cyclists to Explore the Countryside on July 24, 2010

—This summer New Brunswickers have the opportunity to participate in a unique new event- the Corn Hill Bicycle Festival. On July 24th, in the pastoral community of Corn Hill, festival participants will have the opportunity to ride together on the rolling terrain and attend a range of workshops about cycling. This is a one of a kind festival that brings people together for celebration of cycling in New Brunswick's picturesque countryside. The festival is open to everyone from casual riders to avid cyclist; and yes even those who have a bicycle collecting dust in the garage.

Registration closes: Saturday July 17, 2010

Corn Hill Bicycle Festival: Saturday July 24, 2010

Festival Hours: 9am sign in, 10-4 festival events

Information on website: www.bicyclecornhill.wordpress.com

Contact: Joanna Brown or Graham Waugh, festival organizers 506.432.xxxx (cell 878-xxxx).

APPENDIX III: Media Coverage

Times & Transcript D3

Published Wednesday July 7th, 2010 Staff

Corn Hill Bicycle Festival set to ride

July 24 event geared towards all people with a love of cycling

Whether you're a casual rider or an avid cyclist, organizers say the Corn Hill Bicycle Festival has something for everyone. To be held on July 24 in the pastoral community of Corn Hill, festival participants will have the opportunity to ride together and attend a range of workshops about cycling.

One of the main goals of the festival is to highlight the Corn Hill area, which is home to professional cyclist Christian Meier and is considered by many to be one of the province's most ideal and beautiful for cycling.

The festival will feature hourly workshops on subjects like bike mechanics and safety. Also, registrants can join varying distance group rides that day. Those avid cyclists looking for a challenge are invited to the early morning ride presented by Outdoor Elements. For details about this endurance ride contact Outdoor Elements at 433-3060.

The Corn Hill Bicycle Festival will be held at the Corn Hill community hall located on the corner of Route 890 and the Baseline Road. The day begins at 9 a.m. with check-in and activities commence at 10 a.m. The festival will break for lunch and then continue through the afternoon, wrapping up around 4 p.m. with a final group ride.

* Participants are asked to register by July 17. Registration forms can be picked up at bike shops across southern New Brunswick or downloaded directly from the festival's website at www.bicyclecornhill.wordpress.com.

HERE MAGAZINE A4

Published Thursday July 22nd, 2010 Gilean Watts

Corn Hill bike fest ready to roll

Rides, workshops and yoga await cyclists

CORN HILL- If either of your parents were avid gardeners, the name Corn Hill likely sends you into fits of antiepileptic shock, or inspires recurring nightmares of winding roads in the middle of nowhere and tumbleweeds floating through a hellishly hot flower nursery. Or maybe that's just me.

Either way, it's about time you gave the place another chance. And what better opportunity than a festival. The inaugural Corn Hill Bike Festival is set for July 24, drawing cyclists from across the province to join in group rides, touring, workshops and even yoga.

"I was just biking out here and being like, Wow, I wish more people would come out and experience this, with the cows in the field and the hay swaying in the breeze," says organizer Graham Waugh. "I grew up in Corn Hill and I really want to share the area and expose more people to the beautiful landscape." An avid cyclist himself, Waugh says Corn Hill has the ideal landscape for both hard core two-wheelers and newbies alike. The area is home to professional cyclist Christian Meier, who uses the smooth back roads and soft rolling hills to practice regularly.

Biking tours range from a measly five kilometres to an ass-aching 30 kilometres. But before you get too bent out of shape, yoga instructor Theresa Drummond will be on hand to offer two yoga classes specifically designed for cyclists. Co-organizer Joanna Brown says many cyclists shy away from rural biking because of the isolation factor, which is why they'll be offering workshops on bike gearing, tune-ups and fixing flat tires. "They're really nice additions so when you're out on the rural roads, you're comfortable and able to handle any problems," Brown says.

Contact Fredericton reporter Gilean Watts at watts.gilean@herenb.com.

Pre-registration for the Corn Hill Bike Festival was up July 17, but cyclists are still encouraged to come out and share the fun as long as they provide their own food. For more info, visit www.bicyclecornhill.wordpress.com.

Times & transcript B8

Published Monday July 26th, 2010 by jacques gallant

Bicycle festival a popular creation

Corn Hill event draws nearly 100 cyclists

CORN HILL - Put together for the first time, the Corn Hill Bicycle Festival turned out to be a major success among casual riders and avid cyclists alike, indicates its co-creator, Joanna Brown.

"It was a great day, we had really nice sun and we had about 100 people who were quite dedicated in the seven workshops and seven rides we had," she says. Changing flat tires, reviewing safety measures, proper gearing, basic maintenance, history of the area and cycle touring were among the topics discussed during Saturday's workshops, while the rides varied in length.

The longest was 100 km, and was, quite obviously, more of a favourite among the avid cyclists. "There was really a good mix of people, it turned out really, really well and we received a lot of positive feedback. We couldn't have asked for better people, they came out in good humour and took things as they came," says Brown.

"Now we're trying to figure out if it will be something we'd like to do yearly or biyearly. "But I can say that there will be future events of this kind in the region."

The festival was hatched out by Brown and Graham Waugh, who were both living away and came back to the region with an ingenious idea in mind. "A discussion came about, we talked about things we liked to do and how we could bring more people to this beautiful area," says Brown.

For her, cycling is an incredible source of physical activity, because it allows you to go at your own pace. "You can go as fast as you want, or you can take a nice leisurely five kilometre ride. You can take a whole day and see the area, and you have the nice feeling that you've done it all by yourself.

"Corn Hill, with its rolling terrain and picturesque countryside, is considered one of New Brunswick's most ideal cycling areas. It is home to professional cyclist Christian Meier who is racing in the European Tour." "To this day, I believe the riding around Corn Hill to be some of the nicest I've ridden, maybe not the smoothest roads I've ridden but definitely some of the most scenic. Some of my fondest memories are riding at home," says Meier, member of Team Garmin-Transitions.

This year's bicycle festival was a collaborative effort of the Corn Hill Women's Institute, Outdoor Elements, and local cyclists, with financial support from Fundy Model Forest and New Brunswick Wellness, Culture, and Sport.

* For more information on the Corn Hill Bicycle Festival, visit their website at www.bicyclecornhill.wordpress.com.

APPENDIX IV: Registration Form

Pre-Register & Pay by Saturday, July 17th for:

- Workshops
- Group Rides
- Picnic-style BBQ Lunch Included with Pre-registration!
- Free copy Corn Hill's New Bicycle Map!

Adult \$20 ☐ Under 12 \$12 ☐
 Teenager \$16 ☐ Under 8 Free ☐

Payment Method: Cash ☐
 Cheque ☐ (Make out to "Corn Hill Women's Institute")
 Visa ☐ MasterCard ☐

Name: _____
 Card Number: _____
 Expiry Date: _____

Payment Options:

- Drop off at Outdoor Elements (65 Broad Street, Downtown Sussex)
- Fax form to (506) 432-7562
- Mail form to: Attn: Corn Hill Bicycle Festival
 701 Main Street, Suite 2
 Sussex, New Brunswick
 E4E 7H7

Festival Day Registration (if space is available)

Does Not include Lunch or Map. Same prices as above. Please look after your own lunch if registering on the festival day. Cash only.

How did you hear about the Festival? Posters <input type="checkbox"/> Bike shops <input type="checkbox"/> Newspaper <input type="checkbox"/> Radio <input type="checkbox"/> Facebook <input type="checkbox"/> Online <input type="checkbox"/> Friends <input type="checkbox"/> Other _____	Your bicycling experience level: I bicycle occasionally <input type="checkbox"/> I ride my bicycle regularly <input type="checkbox"/> I am an avid cyclist <input type="checkbox"/>
--	---

The festival will feature a variety of activities. Please provide us with feedback on what interests you.

Group Rides

Please select 2 that interest you

- 5 km ☐ 10 km ☐
 20 km ☐ 40 km ☐
 Family Ride ☐ Women's Ride ☐
 Moderate Woods Road Ride ☐
 All morning Endurance Ride ☐

Workshops

Please select 3 that interest you

- How to Fix Flat Tires ☐
 Basic Bike Maintenance ☐
 Shifting Gears for Hills ☐
 Nutrition for Cyclists ☐
 Safe Bicycling ☐
 Riding with Children ☐
 Multi-Day Cycle Touring ☐
 Corn Hill History ☐

www.bicyclecornhill.wordpress.com



Saturday July 24th 2010

Rides ∞ Workshops ∞ Lunch

Registration Form

Please pre-register by July 17th

Space is limited

For complete festival details

www.bicyclecornhill.wordpress.com

506.432.7559

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Corn Hill
Women's Institute



FUNDY
CANADIAN
MODEL FOREST
NETWORK

New Brunswick
Brunswick

Festival Information

Keep this part of the form

When:

- Saturday July 24th 2010 (rain date Sunday July 25th. See rain date policy on our website)
- Check-in between 9-10 AM. Activities underway by 10 AM. Lunch at Noon.
- Outdoor Elements is organizing an all morning endurance ride. Call the Shop for more details 433-3060.
- The festival will wrap up around 4 PM.

Workshops and Rides:

- Workshops to include—fixing flat tires, bike maintenance, safe road riding, cycle touring, shifting gears.
- Group Rides for all abilities—multiple road rides, a women's ride, and a moderate woods-road ride.

What to Bring:

- Your bicycle and helmet
 - Refillable water bottle
 - Sunscreen, Sunglasses
 - Camera
 - Snacks
 - Frisbees, musical instruments, etc...
 - Prepare for changing weather. Afternoon showers can happen unexpectedly.
- Wind breaker/raincoat, shorts and pants, change of socks and footwear.

Where:

- The Corn Hill Community Hall located on Route 890 between the Petitcodiac and Sussex. 45 minutes from Moncton, 60 minutes from Saint John, and 75 minutes from Fredericton.



For excellent directions visit
www.bicyclecornhill.wordpress.com

Corn Hill Bicycle Festival 2010 Pre-Registration Form

Space is limited for workshops and group rides so make sure to register early.

One form per person

Your Name: _____ Age: _____ *
 Address: _____ Postal Code: _____
 Telephone: _____ Email: _____
 Dietary Restrictions: _____

Emergency Contact

Name: _____
 Relationship: _____ Telephone: _____
 Address: _____

Are they attending the festival? Yes ☐ No ☐

*Participants under the age of 16 must be accompanied by parent or guardian

Participant Agreement

As a participant I understand that the sole responsibility for my personal safety remains with me. I understand that my bike must be in good mechanical condition for this event. I further certify that my level of physical conditioning is appropriate to complete the event and that there are no known medical reasons why I should not participate. I understand that wearing a helmet is mandatory.

The Corn Hill Bicycle Festival is a club event of the Outdoor Elements Cycling Club (sanctioned through VeloNB). For insurance purposes all participants in the festival must be members of the club. Membership in the club is free and there are no additional obligations. Membership is included with festival registration.

By signing this registration form for the Corn Hill Bicycle Festival 2010, I agree to:

- use a bicycle that is in good working order and safe to operate on the road;
- disclose relevant medical conditions to organizers and ride leaders;
- wear a bicycle helmet while participating—this is New Brunswick Law;
- join the Outdoor Elements Cycling Club.

Print Name: _____

Signature: _____ (Signed by guardian if under 18)

Date: _____

See reverse !

APPENDIX V: Volunteer Duties

Corn Hill Bicycle Festival 2010

General Info for Volunteers

- **Volunteer meeting at 8:15 am** at the Welcome Booth. (PM volunteers are encouraged to attend).
- **Volunteer meeting at 12:10 pm.** Report to the Welcome Booth.

Name tags: Please wear a name tag.

The volunteer room is in the basement. Only volunteers are allowed in this room. Supplies will be stored here and you can also leave your stuff in there (no valuables please). There are snacks for you in this room.

Car Parking: Parking only for designated vehicles at the Hall.

General parking on the Dickie Road (1 side only) across from the Hall.

Extra parking at the top of the hill past the Church on the Burlock Road.

Bike Parking: Please park bikes in designated areas. Keep the nice grassy area in front of the Hall for sitting.

Workshop locations: *Basement Tent in front of hall Inside Hall upstairs Outside*

No Bicycles in the Hall. The floor was just re-finished.

Bathrooms. Two bathrooms are located at the end of the Hall. Please ask participants to use outside door.

Please avoid the Kitchen. It will be very busy.

Drinking Water: 2 locations - Outdoor Tap at the end of the Hall near Bathrooms & Water cooler at Welcome Booth.

Snacks for Volunteers: In the volunteer room in the basement –not the kitchen.

First Aid: Saint John Ambulance will be on site and out on a route.

First Aid Kits: Support Vehicle, Kitchen, and at Welcome Booth

Lawn Games: If the opportunity arises. There are 2 games of “Washers” in the volunteer room in the basement. Anyone can use these.

Remember to have some Fun!

ROLES

- ❖ **Morning Check-In**
 - Pre-Registration (and volunteers)
 - Check name on list
 - Check to see if they have signed up for Outdoor Elements Cycling Club- get signature.
 - Give Lunch/Raffle ticket
 - Give copy of Cycling Map
 - Registration on the Day (no lunch ticket, no map, cash only)

- Have them fill out the registration form.
- Payment is CASH only.
- Give them Raffle Ticket.
- All registrants
 - Get them to sign Liability Waiver (VeloNB)
 - Get them to sign Photograph Consent Form
 - If under 16, check to make sure Guardian is present
 - Double check emergency contact and remind them to inform ride leader of any medical conditions.

❖ **Welcome Booth (helping with Check-In during AM)**

- You are the front line.
- In morning (and throughout day) Manage Sign up for Workshops and Rides.
- Group Rides - Responsible for having all riders Sign In and Initial upon return.
- Direct participants to bathrooms, parking, workshops etc.
- Answer general questions about the Corn Hill area and distribute info. Guest Book.
- Restaurants – Cedar Café, 2 km away, open until 7 pm. Old Gasthof Bavarian call to reserve 433-4735
- Check Water Cooler. Ask general volunteer for assistance.

❖ **General Volunteers**

- Be flexible. You will be a “Go-Fer”.
- Direct traffic to parking (car and bicycle)
- Help with setup-takedown of tables, tents, chairs, etc.
- Check garbage bins
- Check Bathrooms, hourly
- Keep water cooler filled.
- Help setup and take-down each workshop.

❖ **Food and Kitchen Volunteers**

- See Up to Date Food Task List
- Prepare Lunch throughout AM
- Get BBQ Setup just before 12:00.
- Food will be served inside Hall. Participants are encouraged to eat outside.
- Clean up after lunch.
- Prepare snacks and Juices for 3:30 afternoon break.

❖ **Drivers**

- Stationed at the Hall. You can attend workshops or help out other volunteers.
- Keep Cell phone on at all times.
- Tell volunteer at Welcome Booth, where you are going and who you are picking up.
- Drive the Roads carefully.



Ride Leaders & Sweeps

- Gather group of riders at the designated area.
- Make sure all have signed in. Inform riders that they need to check-in when they get back. Or we'll be announcing their name on the megaphone – which could be embarrassing for them.
- Do a head count for your own records.
- Make sure everyone is wearing a bike helmet and has a bike that appears in safe condition.
- Remind riders of the length of ride and time it should complete it within.
- It is helpful if riders stay within sight of at least one other rider.
- Everyone must ride in single file.
- The Pick-up service is for those who have flat-tires or mechanical breakdown. If they have not checked back in after the ride, the Driver will go around the loop. John or Jane will be driving call 381-xxxx.
- No fixing flats or bike repairs on the ride. Just call the Driver and have the person stay where they are.

IMPORTANT PHONE NUMBERS

Organizers (Joanna Brown, Graham Waugh): call cell 647-xxxx

Driver & Pick Up call cell 878-xxxx

APPENDIX VI: *Cycling Routes of the Corn Hill Area*

LOOP 1: THE GREAT VALLEY

Length: Full Loop to Smith Creek: 40 km
Oldfields Road Shortcut: 32 km
Manning Road Shortcut: 19 km
Rouse Road Shortcut: 12 km

Terrain: It is recommended to do this loop in a clockwise orientation, first climbing Anagance Ridge and then finishing along flats through Newtown. Good paved roads.

Shortcuts: There are three gravel crossroads along this loop that provide shortcuts. Varying qualities of gravel, use your judgement.

Highlights: Working farms cover the countryside along the entire route. The Oldfields Covered Bridge was featured on the Canadian Quarter in 1992.

LOOP 2: THE CORN HILL BLOCK

Length: 5 km

Terrain: The hills on this loop are substantially easier when going around in counter-clockwise direction. Good paved road.

Highlights: The views will not disappoint! Every turn provides a new perspective on the wide open landscapes of Corn Hill and beyond.

OTHER ROUTES

Glen Grove + Eastern Meadows: 30 km
Eastern Meadows + Great Valley: 60km
Glen Grove + Eastern Meadows + Great Valley: 70 km
Pettitcodiac - Sussex via Corn Hill: 45 km one-way.

This map was created by local cyclists Joanna Brown and Graham Waugh through support from the Fundy Model Forest. This project coincided with the 2010 Corn Hill Bicycle Festival.



LOOP 3: EASTERN MEADOWS

Length: 17 km

Terrain: The climbs on this route are easier if completed in a clockwise direction. Good paved road, with 1 km of smooth gravel.

Highlights: Good views and enjoyable riding make this one of the best all-around loops in Corn Hill.

LOOP 4: GLEN GROVE

Length: 10 km

Terrain: The hills on this loop are substantially easier going around in a counter-clockwise direction. Use caution descending the long hill into Pettitcodiac which has rough pavement. Otherwise good pavement throughout.

Highlights: The Graves Settlement Cross Road has unique topography and provides views over a variety of farmlands.

Cycling Tips for the Country

Be Visible - Wear bright clothing and have appropriate reflective material on bike.

Be Predictable - Use hand signals. Point where you are going well in advance.

Be Alert - Watch for potholes and obstacles. Watch traffic and learn to shoulder check without swerving.

Ride with traffic on the right hand side of the road.

Ride in single file with other cyclists.

Wear a helmet - it is the law in NB.

Bring extra water and food which may be less available.

LIABILITY DISCLAIMER

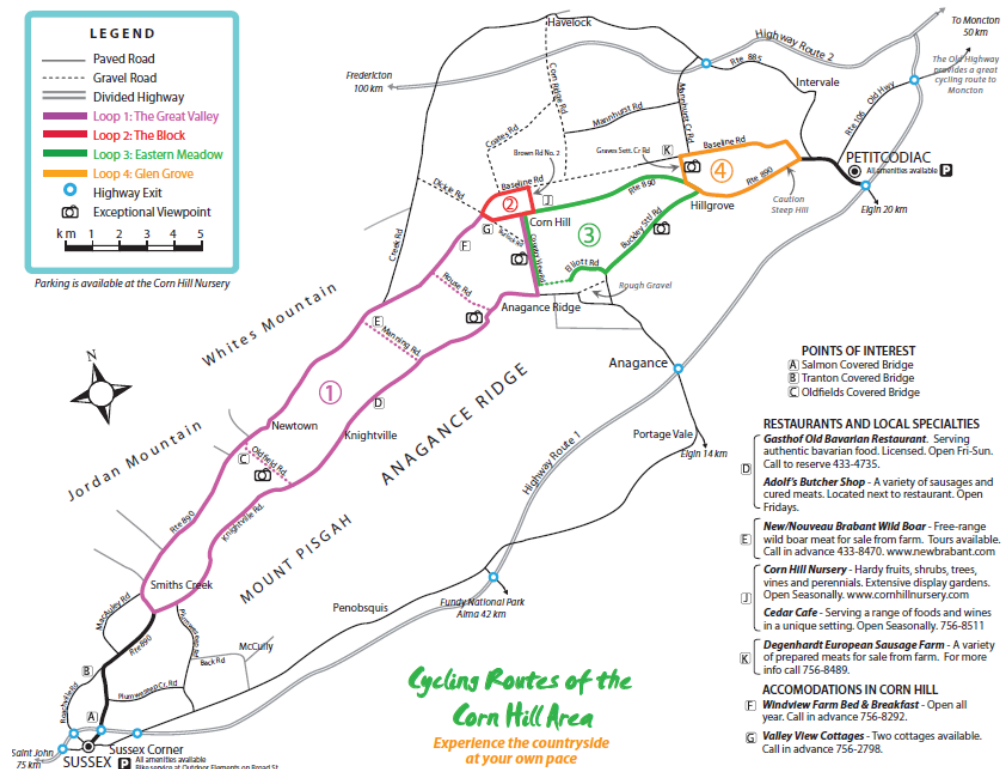
The developers of this guide as well as Fundy Model Forest, in no way assume liability or warrant the condition or suitability of the paths indicated. Users of this guide accept all responsibilities and risks, inherent and non-inherent, associated with its use. Although the information in this guide is believed to be accurate, we assume no liability for errors that may exist.

Experience the countryside
at your own pace



Cycling Routes of the Corn Hill Area

Available by donation. Proceeds go towards
future cycling events in the region.
www.bicyclecornhill.wordpress.com



APPENDIX VII: Liability Related Forms

Outdoor Elements Cycling Club Membership

Club Event: Corn Hill Bicycle Festival July 24th, 2010

The Corn Hill Bicycle Festival is a club event of the Outdoor Elements Cycling Club (sanctioned through VeloNB). For insurance purposes all participants in the festival must be members of the club. Membership in the club is free and there are no additional obligations. Membership is included with festival registration.

By signing below and participating at the Corn Hill Bicycle Festival on July 24th 2010, I hereby agree to join the Outdoor Elements Cycling Club, which is sanctioned by VeloNB.

Print Name

Signature

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WAIVER, RELEASE & INDEMNITY

I _____ understand and agree that my participation in events, programs, races, or activities organized, operated, conducted and/or sanctioned by the Canadian Cycling Association and/or Provincial Associations and Various CCA Clubs and Members registered with CCA is conditional upon my execution of this document.

1. I am aware that cycling, and in particular competitive cycling, endurance and BMX racing, involves the possibility of injury or death.
2. I accept these risks, and all others arising from these events and programs, even if arising from the **negligence, gross negligence or negligent rescue** by those associated in any way with the **Canadian Cycling Association** events and programs I may be involved in, the venues at which these events and programs takes place or by those organizing, officiating, or participating in these events and programs throughout the year, including their respective officers, directors, employees, agents, servants, volunteers and representatives (the "Releasees").
3. I understand that all applicable rules for participation must be followed and that **SOLE RESPONSIBILITY FOR MY PERSONAL SAFETY REMAINS WITH ME**, including my physical and emotional preparation and fitness to participate in all events and programs throughout the year.
4. I undertake and agree to remove myself from participation if I sense or observe any unusual hazard or unsafe condition, or if, at any time, at any event or program, I feel unable or unfit to safely continue for any reason.
5. I give, a **FULL RELEASE AND WAIVER OF LIABILITY AND ALL CLAIMS** that I have, or may have in the future, against **Canadian Cycling Association, and all other Releasees** from all liability for any loss, damage, injury or expense that I may suffer as a result of my participation in any part or parts of the events or programs or my presence at any venue at which they may take place, due to any cause whatsoever including the forms of negligence set forth in paragraph 2 above or from any breach of contract or statutory duty or other duty of care including any duty of care owed under the relevant Occupier's Liability Act, on the part of the Releasees.
6. I AGREE NOT TO SUE and I further agree TO INDEMNIFY AND SAVE HARMLESS the Releasees from all expenses, fees, liability or damage award or cost of any type whatsoever arising from my participation in these events or programs.

I HAVE READ AND UNDERSTOOD THIS WAIVER, RELEASE AND INDEMNITY. I am aware that by signing this agreement I am waiving substantial legal rights (on my behalf and on behalf of my heirs, executors, administrators and next of kin), including the giving up of my right to sue.

SIGNATURE: _____ DATE: _____

PARENTAL CONSENT FOR MINOR PARTICIPANT and INDEMNITY AGREEMENT

I have read and understood the above waiver, release and indemnity, and have discussed the same with the minor person signing above. I am satisfied the said minor understands the waiver and release and his/her obligations as set out. In consideration of the participation of my minor child/ward I too agree to waive, release and indemnify the Releasees in the terms set out above.

I am aware that by signing this agreement I am waiving substantial legal rights, which my minor child/ward and I, our respective heirs, executors, administrators and next of kin may have against the Releasees.

SIGNATURE _____ DATE: _____

CORN HILL BICYCLE FESTIVAL

Media Consent form

Authorization for Use of Photograph

I provide my consent for the publication of photographs and captions containing my name and image by the Fundy Model Forest & Corn Hill Bicycle Festival. I understand that this may include online publication via Internet and/or Intranet, as well as printed media. I also understand that no fee or royalty shall be due to me for this use of my name and image.

Autorisation d'utilisation de photographie

Je donne mon consentement pour la publication de photographies et de légendes contenant mon nom et mon image par la Forêt modèle de Fundy & Corn Hill Bicycle Festival. Je suis conscient que ceci peut inclure la publication électronique au moyen d'Internet ou de l'intranet ainsi que la parution dans des documents imprimés. Je suis également conscient que je ne pourrai réclamer aucuns frais ou redevances ayant trait à l'utilisation de mon nom et de mon image.

Date: _____

Name / Nom

Signed / Signé,
