**Bike the Arts Toolkit**

**Define your Scope** - This will help you decide on distance, number of stops, volunteer and supply needs, traffic control needs, etc.

***Self-directed vs. Guided***-  a self-directed tour requires making a map (see below) and promoting it to interested parties, whereas, a guided tour is a scheduled event with volunteer participation to register and guide cyclists, water and snacks, and possible traffic control provided by the municipality.

***Beginner (Family/kid friendly) vs. Experienced cyclists****…****or somewhere in between***-  this will help determine distance, number and types of stops and the duration of the event

**Identify your Partners** - Each community is unique and has many resources available.  Research the following categories, make a contact list with emails and phone numbers for each, then start asking around!

***Arts Organizations and Galleries*** - Most every town, no matter how small, has galleries, interesting architecture, public monuments and art displays.  If your community has an organization that promotes the arts, they could be an invaluable resource to aid in locating and listing these assets. Tap into their expertise to put a personal spin on your event. It’s great to either have a few artists ride along with the group OR have them stationed at the stops to share stories about the creation of art in your community. (See the attached map to see how we featured a variety of public art, galleries, theatres, parks and more!)

***Cyclist/Bike Organizations or Clubs or Alternative Transportation Organizations*** - many public transportation companies are interested in promoting alternative modes of transportation and may help out with your event. They can offer insights, volunteers and marketing.

***Municipal Contacts*** - If your event will be guided and involve even a small number of participants, check with the appropriate authorities to ensure that safety requirements are met.  For large events, traffic control may be needed. Best case: local police will participate in your ride and lead by example with safe riding techniques. At the least, they’ll be aware of your event and expect increased bike traffic that day.

**Make your Map**- Once you have defined your scope and identified your partners, it’s time to MAP IT OUT!!!

***Mapping Websites*** - There are several online resources to help plan out your route.  The most bike friendly and user friendly that we have found are ‘mapmyride.com’ and ‘veloroutes.org/bikemaps’

***Make Sure to TRY IT OUT!!!*** - There is no substitute to hitting the road and riding the route.  You may not see it on the map, but simple traffic flow issues, temporary construction/detours, and even dreaded HILLS can make the route less fun or even dangerous. Once you ride it, you’ll know what works.

**Spread the Word –** You’ve created a great partnership, determined a fabulous route and communicated with local law enforcement. Now – it’s time to invite people. Make sure you leverage those partnerships to get the word out and be sure to use social media.

**Give away the Store -** People love free stuff, so if your partners have any cool swag (raffles, giveaways, etc.), secure that in advance so you can promote fun giveaways/prizes. More importantly, keep in mind that while biking is fun, but it can be tiring. For the health and comfort of your riders, be sure to have **lots of water and some healthy snacks** available at some of your stops.

Hopefully these tips will get you started!  Click the attachments for a sample itinerary/map and a liability release. With a little planning, you can get people in your community out to Bike the Arts!!