



2007 Executive Report – VP Marketing & Communications Annual General Meeting – December 6, 2007

BNL’s marketing and communications efforts this year have focused on our website, email newsletters, event posters, event results, and advertisements in local recreational guides. In general it was a good year in terms of creating more awareness in the community about cycling as an organized sport. Also several newcomers were welcomed to participate in various cycling events and courses.

In addition to BNL-led marketing activities, cycling was in the news on a number of occasions as follows.

- CBC radio and VOCM interviews regarding the City of St. John’s Cycling Plan
- NTV “weather hits” about the Tour de Shore and Cycling Safety
- Out of the Fog story about DH riding (Freeride Mountain Sports)
- Living NL story about bike sizing (Canary Cycles)

Since May, we’ve been tracking our website traffic using a Google Analytics. Figure 1 below illustrates the number of page hits over time, and Figure 2 illustrates the source of these visits. These statistics help to define who is using the website and for what purpose, for the ultimate goal of making the website more useful to communicate useful information to the cycling community.



Figure 1 - Website Tracking Stats (May 1 - Nov 18, 2007)

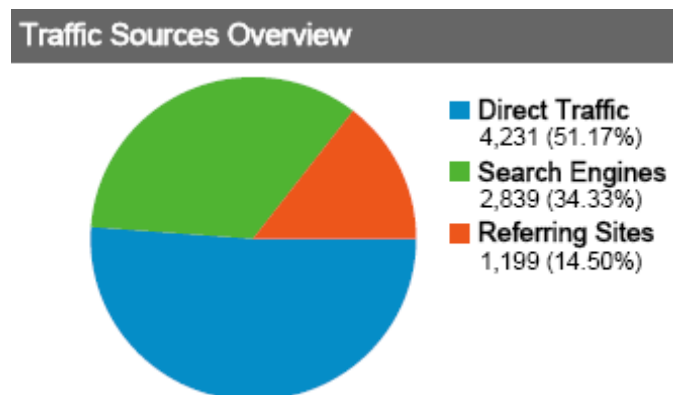


Figure 2 - Source of Visits

An advertisement was published in the City of St. John's Recreation Guide about the Sprockids program (National Introduction to Cycling Program). This effort yielded a list of interested parents, which was fundamental in recruiting a group of kids for the two Saturday sessions held in September. Also published in the summer editions of the What's Happening Guide was the BNL event schedule. These types of publications help to inform the public of the many opportunities for involvement in BNL activities.

In addition to posting race results on the website, Mud Up Cup and Short Track mountain bike race results were submitted to the Evening Telegram (St. John's daily newspaper) for publication the day after the race. This task was efficient and should be extended to other media sources next year, as well as including results of other events.

Part of my role as VP Marketing & Communications involved trying to secure sponsorships for BNL. Similar to last year, BNL activities were sponsored by Newfoundland Power (provided free printing services), Browning Harvey (provided soft drinks and medals for all events), and DRL Coachlines (provided discounted fees for transporting bicycles on their buses).

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