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Evening Bike Ride Extravaganza

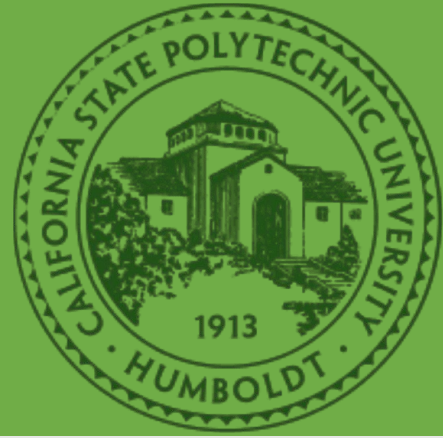
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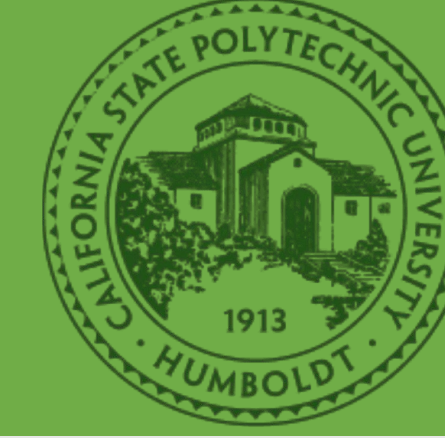
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Evening Bike Ride Extravaganza!

Recreation Administration (Outdoor Emphasis)
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Event Description

-This event is an evening community bike ride in McKinleyville at Roger's Market! There will be backyard games, music, snacks, drinks, and a whole lot of fun. Everyone will meet at Roger's, which is right next to the Hammond Trail. Participants can ride their bikes along the trail, play backyard games, and purchase refreshments at the market. I will be tabling the event and making sure every attendee gets a stamp! This stamp will mean they signed the necessary waiver and know the risks involved during the event. I'll have a first aid kit and bike repair kit at my table just in case.



Challenges Encountered

- Retrieving the right waiver and having everyone who participated to sign one.
- Marketing the extravaganza earlier, maybe even a month before it took place.
- WIND WIND WIND!

Learning Points / Future Actions

- How to organize an event and all the necessary steps it takes to get approval, especially through the university.
- The community loves events and wants more! I made some great connections to do future events from this project.
- Give participants a map of the entire Hammond trail and mark out a route to follow for the event.
- Market the event at least a month prior, and at more locations.
- Have a big sign explaining the event for people driving or walking by to know what is going on and how to participate.



Hopes and Benefits / Purpose

- This bike ride will allow students and community members to participate in a safe, fun, and free event. It will bring people together to get outside and recreate while offering connections with others while biking! There is a significant benefit for students at Cal Poly Humboldt who may not be a recreation major, but still love the outdoors. It will also raise awareness about the Hammond Trail and how easy it is to bike from Arcata to McKinleyville! This also benefits the local community and environment by relying less on motor vehicles and incorporating exercise into daily routines.



Goals & Objectives

- Create a safe, fun, and inclusive event for the local community and students.
- Increase awareness of public land usage, like the Hammond Trail. Also to promote Roger's Market as a business and as a model for future events to be held.
- Increase awareness of the health benefits of recreating outdoors by bicycling. Also to raise awareness to bicycle safety and how to stay safe while biking.



Marketing

- Flyers will be posted around campus, also around the local communities of McKinleyville and Arcata.
- RecAdmin posted it on Instagram as well as the Humboldt Rec Club.

