

Attachment 1

bRamble Committee Report to the Board:

February 12, 2019

Beauty, Challenge and Fun.

We plan to launch the registration on Thursday Feb 14, using Eventbrite. Our first email announcing that Registration is open will go out this week.

- A separate website theBlackberryBramble.net will host the event details with a link from and to our GEARs site.
- Camas Mill has agreed to host a rest stop and serve cookies. They will serve all routes.
- Veneta will be a rest stop and Larry is working on details to get it free of charge. This will serve all but the Camas Loop.
- Carte Blanche Catering has been selected to provide the Dinner and Blackberry Cobbler and will allow our volunteers to serve it in their dessert line.
 - They will have two serving lines during the rush and will serve from noon to 5 pm.
 - Menu is Mixed Bowls with choice of chicken, beef or tofu; basmati rice or barley; chopped salad; choice of 3 sauces (Chimmichuri, sesame ginger or lemon tahini)
- Claim 52 will again sponsor our event and provide beer and their facility for registration pick up Sat 3. They are also interested in brewing a special Blackberry Ale.
- Armitage camp site is reserved and we will sell camping spots again this year.
- Start/Finish Location
 - Very interested in 4J district office, but they are slow to confirm so we are probably sticking with Hilyard because they have Wifi, tables and established relationship. Perhaps next year at 4J since it may have all that too, plus the river.

Pfiever winery is being approached as a Rest Stop potential

Routes

- 5 options:
 - 37-mile Camas Bakery Loop (Camas Country Bakery and Store)
 - 64-mile Veneta Metric Century (Veneta, Camas Country Bakery and Store)
 - 82-mile North Winery Tour (Veneta, Winery TBD, Camas Country Bakery and Store)
 - 100-mile Wolf Creek Classic Ride (Lorane, roadside, Veneta, Camas Country Bakery and Store)
 - 117-mile Epic "No-whine" Winery Tour (Lorane, Roadside, Veneta, Camas Country Bakery and Store)

Pricing Schedule- designed to increase early registration

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|---|------|
| ● Early Bird Registration (thru May 15) | \$55 |
| ● Mid Registration (May 16-June 30) | \$65 |
| ● Late Registration (July 1-Aug 3) | \$75 |
| ● Onsite Registration (Aug 4) | \$85 |

Discounts –

To encourage more youth to ride, they will be offered a 10% discount for age 25 and under. Groups of 5 or more will also be given a 10% discount as in the past.

- We will market the event thru:
 - Cycle California online and print magazine (\$1071)
 - OR Bike Rest Stop Promotion (\$550)
 - Posters, Tri-fold handouts at events thru CC
 - Mailchimp email campaign to past participants
 - Outreach to other cycling groups and websites to update our bRamble Listings
 - Social Media: Facebook, Instagram, Twitter
 - Possible collaboration with Eugene Marathon's Virtual Bag

Merchandise:

Jersey- possible on demand program with Voler or online store with Primal
T shirt- getting bids

Swag:

Looking for a sponsor to buy sporks for participants with their name imprinted. (Cost prohibitive for GEARS at this point-\$3.19 each or \$1.49)

Cue clip sheets-hand made, inexpensive but a touch to remember us

Goodie Bag - still investigating; could be virtual or real

Community Rides are being planned with SRTS- 3 total with rides originating from one of the schools in each district on a week evening after school, ending with an ice cream or other treat.

Income:

- Bob has secured a \$1000 sponsorship from Oregon Medical Group
- Several more requests are pending

Expenses:

- Staffing contracts: We have lowered the projected staffing contract to \$1000 since the committee is doing so much of the work. We are open to paying non-profit groups to fill the gaps if necessary.
- Catering cost is fixed at a minimum of \$4560 for 400 (\$11.40 pp). We can sell extra dinners (for whatever price we would like to charge). Guest count is due July 25.
I suggest we charge \$20 pp extra. This includes: dinner, "entry" into After Party, and a free beer