

Fremont Area Road Tour
2020 Director Request for Proposal

1. Background/Introduction

The Fremont Area Road Tour (FART) began as a local supported road ride in 2010. The ride has taken a few different routes over the years, and always showcases the unique and beautiful cycling Lander has to offer. The FART provides a platform for people of all ages and ability levels to experience Lander's cycling, and explore their options with an array of distances, all supported by volunteers.

FART Mission:

To bring the community of Lander and its community of cyclists together to celebrate the joy of cycling, and to support one another in the development of recreational and economic growth. Proceeds from the FART go to supporting Lander Cycling Club's programs and mission.

2. Project Goals and Scope of Services

The goal of the FART is to have an organized, sustainable, and super fun community gravel bike race. Maximising profits shall not be the objective. When we focus on building profits, we lose sight of building a stronger community. A stronger community will pay dividends for many years to come.

The FART is seeking the services of a dedicated festival director to see that the festival continues to grow and thrive and be a driver for mountain biking in Fremont County.

The FART is a single day event happening during the 2nd weekend in June averaging approximately 200 attendees with aid stations and an afterparty. Planning and organization for the FART is time consuming and needs to start no later than 7 months before the event.

Attached is the 2019 overview list of director's tasks.

3. Expectations

The event is financially sustainable.

- The Lander Cycling Club will ALWAYS be the title sponsor, but the FART Director(s) may solicit sponsorships and donations from other sources including grants.

The event has a focus on raising Lander Cycling Club awareness and has a priority of local businesses and locals participation.

Participation in the event should continue to grow or stay at a sustainable level deemed by the Lander Cycling Club Board.

Both Gannett Peak Sports and The Bike Mill shall be equally consulted and represented for the event.

A post event questionnaire/survey shall be sent to all paying participants within 4 days of the event and included in the post event report to the Lander Cycling Club Board.

A post event report shall be submitted to the Lander Cycling Club Board within the next two Lander Cycling Club Board meetings.

4. Recommendations

To continue to achieve these expectations, it is recommended that a base pay rate of \$1500 dollars plus 25% commision after for the incoming director and a \$500 consulting pay for the outgoing director.

The Director shall be hired for at least two years. The first year shall an apprentice and the last year as a consultant. In years without a consultant, the director will have a base of \$2000 and 25% commision afterwards.

It is recommended that these pay rates are reviewed annually by the Lander Cycling Club Board.

FART Master To-Do List

Tasks include but may not be limited to the following:

Update website

Keep a budget and records of all money transactions

Meet with Bike Mill and Gannett Peak Sports

Meet with Chamber of Commerce about Brewfest

Find breakfast food vendor (Bake Shop or Catholic College)

Reserve city park year in advance

TAD grant due by Feb 15

FS Permit due by March 15

Talk to Mark Calhoun, Mike Lilygren, & Mike Kusik about Emceeing events

Get Cody at Shirts and More working on logo, poster, and banner

Meet w/ Kirk Rasmussen or Nate Schuker about promo video

Raise funds through sponsors

Begin creating Info Booklet

Talk to Jeannie O'brien about NOLS Wilderness Med support

Talk to Wind River Shuttle about SAG wagons

Talk to Chamber about Welcome Packets

Sign-up.com for volunteers

Print Postcards

Print Posters at Western Printing

Advertise, Advertise, Advertise!!!!!!!!!!!!!! FB, Instagram, etc...

Talk to local radio, County 10, and Lander Journal about covering and promoting the event

Book a film

Beg for swag

Email/visit with Sponsors before event about their roles

Meet w/ Volunteers Tuesday before event

Email participants a few days before fest

Pick up T-shirts, booklets, and swag bags

Send out Thank you notes

Report for TAD Grant due 30 days after event

Report for FS Permit Due 30 days after event

Report for BLM due by the end of year