



Rotary
Benzie Sunrise Club



Sponsors

\$16,000

Platinum Corporate



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Gerhart Forestry LLC
Honor, MI
(231) 714-4005



A New Way to Feature Our Sponsors



The Results

Rider Participation

Registrations: 262 Pre-register: 257 Day of: 5
Riders on June 3rd: 238 No-shows: 23
Riders that used sponsorship free registration: 5

Operational Financials

Revenues: \$19,271.50

Expenses: \$12,220.20

Net: \$7,051.3

Ridership - 2023 vs 2022

Event	2023	2022
62-Mile Tour	111	88
42-Mile Tour (45)	91	92
28-Mile Tour (30)	60	76
15-Mile	-	13
Total	262	269

Ridership - 2023 vs 2022

Gender 2023		Gender 2022	
Male	61%	Male	68%
Female	39%	Female	32%

Rider Statistics- 2023

Age Group	# of Riders	28 mile	42 mile	62 mile
Under 20	2	-	2	-
20 - 29	13	3	6	4
30 - 39	23	11	2	10
40 - 49	25	3	6	16
50 - 59	57	11	17	29
60 - 69	95	14	38	43
70 - 79	44	16	20	8
80+	2	2	-	-
TOTAL	262	60	91	111

Ridership- 2023 vs 2022

Top States	2023	2022
Michigan	231	384
Ohio	10	12
Illinois	9	13
Indiana	4	1
Georgia	2	-
Minnesota	1	-
Massachusetts	1	
California	—	2
Utah	—	1



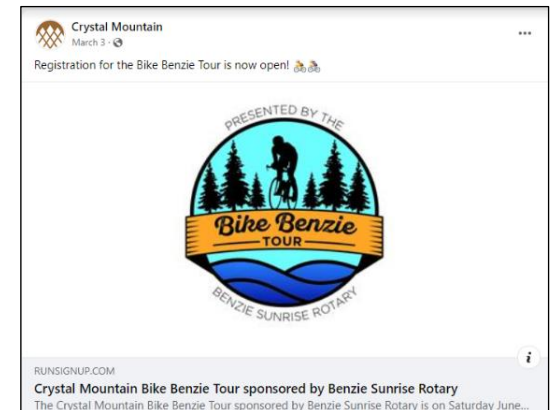
Ridership- 2023 vs 2022

Top Michigan Cities

Top MI Cities	2023	2022
Traverse City	35	66
Grand Rapids	17	46
Midland	11	6
Frankfort	10	4
Beulah	9	16
Honor	9	3
Holland	7	11
Thompsonville	6	4
Kalamazoo	6	2

Marketing Campaign – Crystal Mountain

- 4 Facebook posts ranging from March 3-June 1
- BBT mentioned in Crystal Mountain June E-newsletter, sent May 31 to approximately 95,000 contacts.
- BBT featured as the main topic in the Four Seasons Club Member E-newsletter, sent June 1 to approximately 1,600 contacts.
- Created a promotional graphic which rotated on channel 4 of TVs inside Crystal guest rooms and lobby areas.
- 1 Instagram post on June 1
- 1 Twitter post on June 1
- BBT mentioned in the [Crystal mountain summer press release](#) on May 25
- BBT mentioned on The Ticker event calendar (11,000 UVPM – unique visitors per month)
- Live coverage previewing the event by *UpNorthLive News*, and then [posted on their website](#)
- Mentioned in the [Huron Daily Tribune](#) online
- Mentioned in the Manistee News Advocate
- TC Tourism posted on their website and event calendar



Marketing Campaign – Benzie Sunrise Rotary

Email Blast Past Riders

- March 3rd
- Mother's Day Weekend special, \$5 reduction in registration fee

League of Michigan Bicyclists' magazine

Two Facebook Ads

- 1st ad 3 days, May 15-17
 - 4,101 Facebook users who received
 - Cost \$30
 - Geographic areas: TC north, Grand Rapids, Tri Cities
 - Number of link clicks: 167
 - During ad's run 249 website visits
- 2nd ad 5 days, May 20-25
 - 17,056 Facebook users who received
 - Cost, \$100
 - Geographic areas: TC North, Grand Rapids, Tri Cities, Ann Arbor
 - Number of link clicks: 782
 - During ad's run 948 website visits

Things That Went Well

- Registration inside
- Good feedback on routes – well marked
 - 62-mile beautiful views
 - 42-mile – cool along the lake
- Lots of food at rest stops – L'Chayim sandwiches a hit
- Social media – Crystal Mtn's e-blasts and Facebook ads
- Sponsorship drive – \$16,000, we beat our goal!
- Food/Drink – we didn't run out!
- Music

Possible Changes to Improve Next Year's Event

Communication

- Be sure all volunteers know the main contact (e.g., reporting a lost phone)

Registration

- Have more bike racks

Rest Stops

- Less food needed with addition of L'Chayim sandwiches
- Have ice water every year
- Review start/finish times for rest stops

Day of Events

- Start times – eliminating mass start and having range
- Family ride on site?

Possible Changes to Improve Next Year's Event(2)

Routes

- Signs on M-22 in Elberta directing 62's & 42's with BVT direction
- Alternate route for 42-mile riders to by-pass BVT gravel
- Signage ahead of event on Valley & Pioneer Roads
 - Yard signs?
 - Electronic sign on Pioneer between Homestead & Maple?
 - Possible route change to get off of Pioneer

Safety/SAG

- Water for SAG in case there are riders experiencing over-heating
- CERT located at M-115 & Lake St in Benzonia

Marketing/PR

- Cost effective to use social media

2024 – Our 16th Year

The Date

- June 1, 2024

The Rides

- Keep routes the pretty much the same
- Possibly adding a family ride on Crystal Mtn campsu – Aspen & Stride Rite

Crystal Mountain

- Registration at Mountain Zone
- Lunch – less tables, get a tent, and locate next to Mountain Zone

The Team

- We welcome anyone wishing to be on leadership team
- Planning will begin in November

Volunteer List

Registration (Kim Simon & Phyllis Kladder)	Road Marking (Barb Skurdall & Terry Taylor)	Rest Stops (Val Gerhart & David Oellerich)
Phil Lambert	Larry Ross	Jan Wynne
Paul Clulo	Phil Lambert	Gary & Sharon Gordon
Angie Quinn	Ann Strehle	Paul Danes & Julie Tebo
Dave Wynne	Pat Kiely	Tom Bishop
Paul Clulo	Linda Wood	Julie Stone
Connie Simon	Bruce & Val Gerhart	Warren & Kathy Richter
Betsy Taylor	Carol & Paul Burns	Jim Drubert
Mary Wixson	Bruce Wildie	Gaia, Mitch, & Evy Pampu
Glen & Diane Tracy	Kathi Houston	Tim Griffen
	Michelle Russell	Linda Wood
	Angie Quinn	Jane Purkis
	John Ester	