ANNUAL REPORT 2013

Saturday, November 16th, 2013



A Project of:



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Introduction

BVW Mission

To encourage the use of bicycles by providing a free and safe method of securing your bicycle at events located around the Winnipeg region.

Description

A Bicycle Valet is for more than just bicycles, if it's Active Transportation, we'll park it! This includes bicycles, skates, skateboards, jogging strollers, pogo sticks, etc.

Bicycle Valet Winnipeg's aim is to work with event promoters to offer a Bicycle Valet at events to reduce traffic and parking congestion and encourage Active Transportation use in Winnipeg. Having a safe place to park their "wheels" will encourage people to choose an active lifestyle and increase the use of Winnipeg's growing Active Transportation infrastructure.

With the support of our sponsors, event promoters, and volunteers; we will continue to provide this free service to all Active Transportation users.

2013 Highlights

BVW Participated in 23 Events by 10 organizations

60 Volunteers completed a total of 873.25 hours

The average volunteer hours for the season was 14.55

4 volunteers completed over 50 hours of volunteer work this season with BVW

BVW Coordinator was featured in several newspaper articles, television and radio interviews with regards to the BVW program at the Investors Group Field (IGF)

BVW parked 5302 Bicycles

BVW is now set up in the new IGF stadium

Due to the success of the program at the Investors Group Field, BVW has been approached by other cities, stadiums and bike valet programs requesting information and guidance

MPI sponsored Blue Bombers Bicycle give-a-way went to yet another regular BVW user and Bomber's season ticket holder!

Events

Events Summary

Event organizers contacted Bicycle Valet Winnipeg directly to request event services. Larger events, requiring larger set-ups over several days were generally negotiated months in advance. Once an event request had been received, and the details regarding the event outlined, a contract outlining the terms of service was sent to the event organizer to review and sign (see Appendix 1 for a contract example). To staff an event, a Doodle, an online booking calendar, was sent to a frequently updated database of BVW volunteers (see Appendix 2 for an example of a Doodle calendar). Volunteers were free to register for an event shift via Doodle. If and when a volunteer was no longer able to fulfill their shift, they were required to remove themselves from the Doodle, and to send an email explaining the reason they were no longer able to participate. This helped alleviate stresses involved with "no-shows".

Generally, set-up was completed a half an hour before the arrival of bicycles, and tear-down occurred within a half an hour of the end of an event. This varied depending on the size of the event set-up and the number of volunteers present during tear-down.

Based on last year's recommendations, white boards were purchased to indicate event hours and bike pick up times. They also came in handy for advertising when the valet had filled, volunteer recruitment and Bike Winnipeg information.

Recommendations

- Draft up "how to" graphics for new volunteers for setting up pipes. This will alleviate some stress of training new volunteers, as many of them arrive for their shifts at different times.
- Ensure all new volunteers are briefed on the role of Bike Winnipeg. A mail out should be drafted and sent to all new volunteers on Bike Winnipeg projects and roles in the community.
- Use the inventory list to ensure everything needed for a set-up is stocked.

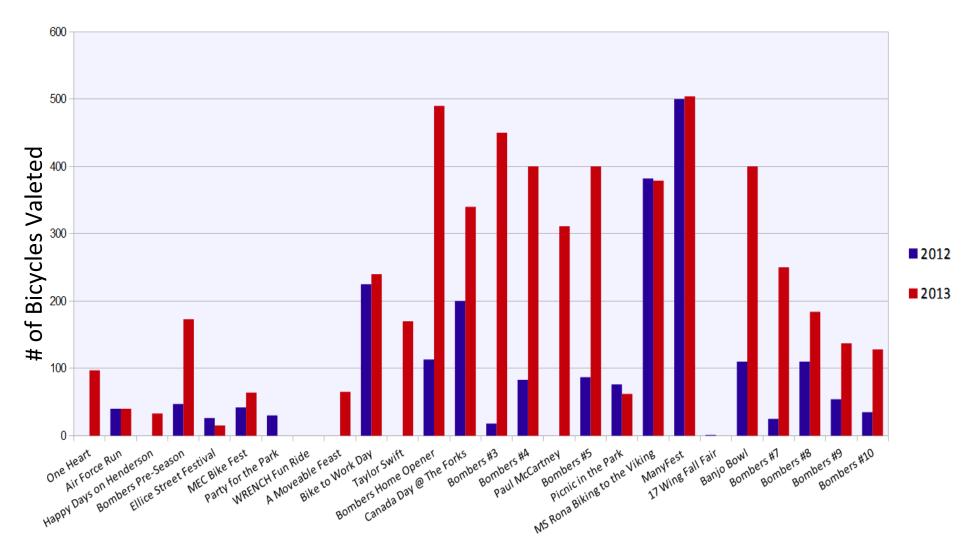
Table 1: 2013 Summary of Events

Event	Date(s)	Location	Event contact	Bikes Valeted	Number of Volunteers
May					
One Heart	13-05-26	Investor's Group Field	Colinne Dowbyhuz	97	6
Air Force Run	13-05-26	17 Wing Base	Capt. Chantal Bellemare	40	2
June					
Happy Days on Henderson	13-06-01	81 Henderson	John Anderson	33	2
Bombers Pre-Season	13-06-12	Investor's Group Field	Colinne Dowbyhuz	173	8
Ellice Street Festival	13-06-15	Ellice at Furby	Jessica Dressler	15	
MEC Bike Fest	13-06-15	The Forks Market	Tom Bietz	64	7
A Moveable Feast	13-06-19	Various Downtown Locations	Stephanie Voyce	65	7
Bike to Work Day	13-06-21	The Forks Market	Andraea Sartison	240	16
Taylor Swift	13-06-22	Investor's Group Field	Colinne Dowbyhuz	170	10
Bombers #2	13-06-27	Investor's Group Field	Colinne Dowbyhuz	490	18
July					
Canada Day at the Forks	13-07-01	The Forks Market	Andraea Sartison	340	11
Bombers #3	13-07-19	Investor's Group Field	Colinne Dowbyhuz	450	16
Bombers #4	13-07-26	Investor's Group Field	Colinne Dowbyhuz	400	14
August					
Paul McCartney	13-08-12	Investor's Group Field	Colinne Dowbyhuz	311	16
Bombers #5	13-08-16	Investor's Group Field	Colinne Dowbyhuz	400	15
Picnic in the Park	13-08-17	St. John's Park	Lissie Rappaport	62	3
MS Biking to the Viking	13-08-25 13-08-26	Gimli Community Centre	Deirdre O'Reilly	379	9
September					
	13-09-06 13-09-07				
ManyFest	13-09-08	Memorial Park	Stephanie Voyce	504	18
Bombers #6	13-09-08	Investor's Group Field	Colinne Dowbyhuz	400	14
Bombers #7	13-09-20	Investor's Group Field	Colinne Dowbyhuz	250	12
Bombers #8	13-09-27	Investor's Group Field	Colinne Dowbyhuz	184	13
October					
Bombers #9	13-10-19	Investor's Group Field	Colinne Dowbyhuz	137	7
November					
Bombers #10	13-11-02	Investor's Group Field	Colinne Dowbyhuz	128	7

Table 2: 2012/2013 Events Comparison

Event	2012			2013		
	Date(s)	Location	Bikes Valeted	Date(s)	Location	Bikes Valeted
One Heart		n/a		13-05-26	Investor's Group Field	97
Air Force Run	12-05-27	17 Wing	40	13-05-26	17 Wing	40
Happy Days on Henderson		n/a		13-06-01	81 Henderson	33
Bombers Pre-Season	12-06-20	Canad Inns Stadium (Gate 6)	47	13-06-12	Investor's Group Field	173
Ellice Street Festival	12-06-02	Ellice at Furby	26	13-06-15	Ellice at Furby	15
MEC Bike Fest	12-06-16	The Forks Market	42	13-06-15	The Forks Market	64
Party for the Park	12-06-03	Assiniboine Park @ foot bridge	2 30 n/a			
WRENCH Fun Ride	12-06-10	Legislature	0	n/a		
A Moveable Feast		n/a		13-06-19	Various Downtown Locations	65
Bike to Work Day	12-06-22	The Forks Market	225	13-06-21	The Forks Market	240
Taylor Swift		n/a		13-06-22	Investor's Group Field	170
Bombers Home Opener	12-07-26	Canad Inns Stadium (Gate 6)	113	13-06-27	Investor's Group Field	490
Canada Day @ The Forks	12-07-01	The Forks Market	200	13-07-01	The Forks Market	340
Bombers #3	12-08-03	Canad Inns Stadium (Gate 6)	18	13-07-19	Investor's Group Field	450
Bombers #4	12-08-16	Canad Inns Stadium (Gate 6)	83	13-07-26	Investor's Group Field	400
Paul McCartney		n/a		13-08-12	Investor's Group Field	311
Bombers #5	12-08-24	Canad Inns Stadium (Gate 6)	87	13-08-16	Investor's Group Field	400
Picnic in the Park	12-08-25	North End Park (Inkster)	76	13-08-17	St. John's Park	62
MS Rona Biking to the Viking	13-08-25 13-08-26	Gimli Community Centre	382	13-08-25 13-08-26	Gimli Community Centre	379
ManyFest	12-09-07 12-09-08 12-09-09	Memorial Park	500	13-09-06 13-09-07 13-09-08	Memorial Park	504
17 Wing Fall Fair	12-09-08	17 Wing	1		n/a	
Banjo Bowl	12-09-09	Canad Inns Stadium (Gate 6)	110	13-09-08	Investor's Group Field	400
Bombers #7	12-09-21	Canad Inns Stadium (Gate 6)	25	13-09-20	Investor's Group Field	250
Bombers #8	12-09-29	Canad Inns Stadium (Gate 6)	110	13-09-27	Investor's Group Field	184
Bombers #9	12-10-13	Canad Inns Stadium (Gate 6)	54	13-10-19	Investor's Group Field	137
Bombers #10	12-11-03	Canad Inns Stadium (Gate 6)	35	13-11-02	Investor's Group Field	128

Chart 1: 2012/2013 Events Comparison



Event

Bicycle Valet Winnipeg at Investors Group Field

Summary

Bicycle Valet Winnipeg at the new Investor's Group Field provided a lot of opportunity and challenges. Located between gates 3 and 4, BVW had 2 set-ups with the capacity to valet approximately 450 bicycles. In total, BVW attended 13 events at the new stadium – 10 football games, and 3 concerts/shows.

Permanent bike racks were located at both BVW locations. The permanent racks on the upper level had the capacity for 192 bicycles. Permanent racks on the bottom level had capacity for 80 (Appendix 3). Additional BVW racks were set-up on both levels as needed (numbers decreased due to dwindling attendance and cooling weather.)

Neither BVW nor the Winnipeg Football Club anticipated the large number of cyclists attending the events. Media attention surrounding parking and busing woes and increased accessibility from bike routes had likely contributed to the large numbers. Consequently, adjustments needed to be made to volunteer numbers, set-up times and BVW location layout.

No contract currently exists between the Winnipeg Football Club and Bicycle Valet Winnipeg. A base fee for all 10 Blue Bomber games was negotiated at the beginning of the football season, with the possibility of increasing the amount received by BVW if cyclist numbers outweighed original predictions. It was also understood that BVW would be present at all other major events occurring at the IGF, and individual invoices would be sent charging standard set-up fees for events that were not Blue Bomber's games.

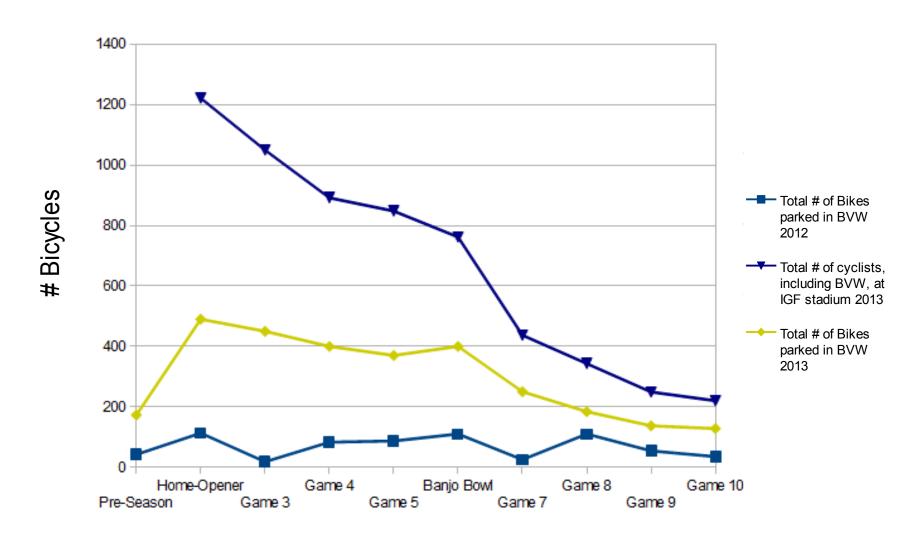
Bicycle counts were conducted at each game. Counts included bicycles parked with the BVW compounds and all other bicycles locked around the stadium. On average, BVW valeted approximately half of the bicycles present at Blue Bomber games.

While there were documented cases of bike thefts occurring around the stadium, none occurred within BVW compounds.

As with previous years, event passes are provided to BVW volunteers.

Bicycle parking for Blue Bombers Game

2012 and 2013 Seasons



Positives

- The Winnipeg Football Club has been a great supporter of BVW. They are the largest client and provide immense opportunity for BW to market it's programming to a wide range of individuals.
- IGF events provide a financial opportunity by encouraging donations from a very large number of service users
- The number of individuals regularly attending Bomber games provides an opportunity to recruit volunteers

Negatives

- Thus far, the costs associated with BVW's presence at games outweigh the income received by the Winnipeg Football Club (transportation costs, food stipends, supply depletion, need for project assistant, etc.)
- BVW compounds are located in only one corner of the stadium, and the upper level set-up is shared with the smoking section and are often filled to capacity before the game start
- It is not feasible for volunteers to transport equipment via bicycle trailer to the stadium
- Food must be purchased from the stadium (other food vendors are too far) which is costly

Recommendations

- Permanent storage be provided on site to reduce vehicle expenses and transportation time
- Permanent fencing/perimeter be provided by the Winnipeg Football Club to reduce set-up time and to increase the number of bicycle racks dedicated to parking bicycles
- Signage provided by the Winnipeg Football Club directed cyclists to the valet location(s) include Bike Winnipeg and Bicycle Valet Winnipeg logos.
- The Winnipeg Football Club provide Bicycle Valet Winnipeg with food and drinks at a reduced price
- The bicycle valet locations should be moved into a location further from smokers, and in an area where space is not limited in case additional racks are needed to be set-up
- Signage should be created to promote Bike Winnipeg activities
- Donation jars should be always be visible
- Information on becoming a BVW volunteer, and a sign-up sheet should be available.

Marketing and Communications

Bicycle Valet Winnipeg in the Media

Bicycle Valet Winnipeg was featured prominently in the media this year, mostly due to traffic woes at the new Investors Group Field. The following are media stories featuring BVW:

- http://www.cbc.ca/news/canada/manitoba/bike-to-the-bombers-a-big-hit-for-cyclists-1.1373864
- http://publications.winnipegfreepress.com/i/134319/44
- http://www.winnipegsun.com/2013/06/13/bombers-vow-to-improve-access-to-investors-group-field-after-pre-season-fiasco
- http://winnipeg.ctvnews.ca/traffic-flows-swiftly-into-first-concert-at-investors-group-field-delaysgetting-out-1.1338175
- http://www.cbc.ca/player/Radio/Local+Shows/Saskatchewan/The+Morning+Edition+-+Sask/ID/2403110466/

Marketing Materials

Due to Bike Winnipeg re-branding, marketing materials will need to be updated and reprinted for the next BVW season. To prevent paper waste, old business cards and brochures were still used for the 2013 BVW season. Remaining marketing materials will be recycled and BVW posters, pamphlets and business cards will be redesigned over the 2013-2014 winter months. Redesigned marketing materials will be printed at the beginning of the next fiscal year, as the original BVW budget did not take the Bike Winnipeg re-branding into consideration.

BVW visibility in the media has created a big opportunity to raise awareness of Bike Winnipeg activities. It's important that next season, BW cease the opportunity to market themselves through BVW activities. Bike Winnipeg's new logo and title will need to be made more prominent on BVW marketing materials. BVW will need to be highlighted as a project of Bike Winnipeg to ensure Bike Winnipeg awareness is targeted to a larger audience.

Website

The BVW website had been revised and updated during the 2013 season. Changes included the addition of a volunteer form that could be filled directly from the website, a photo album, the event calendar was fixed and the sponsorship page was updated. The Bike to the Future logo was also removed and replaced with Bike Winnipeg. However, the Bike Winnipeg logo should be made more prominent with a direct link to the Bike Winnipeg website. Bike Winnipeg's website on Bicycle Valet Winnipeg should also default directly to the BVW web page.

Social Media

Twitter and Facebook continue to be the easiest way to promote BVW activities. BVW Facebook followers have roughly doubled in the past year to 126 "Likes". Twitter remains the most interactive form of social media with 669 followers and numbers increasing every week.

Signage

New signage is expected to be the most costly marketing item. Current signage features no-longer relevant sponsors and the Bike to the Future logo. To ensure Bike Winnipeg is being appropriately advertised, new signage will need to display the new logo prominently, indicating the BVW is a project of Bike Winnipeg.

Recommendations

- So signage can be used over several years, research on more sustainable materials, i.e. materials that allow for the removal and replacement of sponsors, should be conducted. Alternatively, high quality patches, or stickers may be used.
- New signage and marketing materials, including banners, canopies, posters, pamphlets and business cards should be redesigned to clearly demonstrate BVW as a project of Bike Winnipeg.
- A media list has been created and it is recommended that Press Releases be sent next spring announcing the 2014 BVW season.
- In spring 2014, BVW postcard mail outs should be sent to events potentially interested in using valet services.

Volunteers

Summary

In 2012, BVW had 60 active volunteers, helping to complete a variety of tasks. The volunteer hours totaled 873.25, with the most hours being completed by one volunteer being 97. The average volunteer hours in 2012 were 14.55.

BVW volunteer tasks include:

- Transporting equipment to and from events
- Setting-up and tearing-down
- Ticketing bicycles, and
- Parking and retrieving bicycles

At busier events, volunteers were allotted tasks to ensure the continual flow of parking and retrieving. Tasks included: Greeting customers and organizing tickets, ticketing bicycles, parking/collecting

bicycles. Volunteers are awarded a 5 dollar food stipends for every 3 hours worked.

BVW connected with Volunteer Manitoba and recruited 3 new volunteers through their programming.

The need for additional volunteers due to the growing number of larger events attended by BVW supported the recruitment of an event assistant. The assistant was a regular volunteer who was well versed in BVW tasks. Duties were to assist the project manager with:

- · Briefing new volunteers on BVW and Bike Winnipeg
- · Maintaining ticket numbers and bike order
- · Ensuring marketing materials were displayed and being promoted
- · Conducting bike counts
- Delivering stipends
- Performing other regular volunteer tasks as required. a

The Bombers games required a larger number of volunteers than any event in previous years and ensuring shifts were adequately staffed often posed a challenge. It was extremely beneficial to have a paid staff this year to ensure there would always be one additional individual to help the project manager when short volunteers during shifts.

Recommendations

- Transporting equipment and setting-up/tearing-down can be physically strenuous and is recommended for volunteers who are physically fit.
- As BVW continues to grow, volunteer numbers will need to increase as to avoid volunteer "burn-out". It is highly recommended that the BVW coordinator attend volunteer fairs, and continue to advertise through Volunteer Manitoba to network with other organizations and recruit new volunteers.
- Bike Winnipeg can continue to promote the BVW through their mailing list.
- A "how to" graph image should be designed over the winter months to alleviate the need to repeat the set up, and tear down process to new volunteers.
- A volunteer sign in/stipend receipt sheet should be created to better track volunteer hours and stipends.

Operations

Summary

BVW has the capacity to park approximately 600 bicycles when racks are not needed as a perimeter. Enough materials are stocked to adequately run two large events and one small event simultaneously, not including volunteer capacity and or racks. To date, BVW has not needed to increase the number of racks. However, new racks may need to be built if the number of events, and size of events continue to increase, especially if the Winnipeg Football Club expects BVW to increase their capacity at IGF events without providing additional racks or a permanent perimeter.

While signage continues to be used, new signs taking into consideration new sponsors and the new Bike Winnipeg logo will need to be created next year.

One additional canopy with logo should be created. Although two have sufficed, it would be beneficial to have a third.

Given the size of the events, BVW is easily going through 5000 valet tickets per season. It may be worth while to research reusable ticketing methods, such as those used by Saskatoon Cycles – Saskatoon's Bicycle Valet.

Some events, such as the MS Bike Tour donated a vehicle to BVW. Other events, such as the Winnipeg Football Club did not. This year, Premier Removal Services Ltd. Sponsored a cargo van for larger events. Hauling the trailers to and from Bomber's Games and other large events would have required a lot of volunteer capacity and additional time.

While the cargo van was sponsored, gas and repairs were not. Mileage was reimbursed at the cost of \$.49/km. However, the weight and size of the equipment increased the cost of fuel significantly and the wear and tear on the van over the season was significant. The project manager personally absorbed these additional costs.

The frequency of events being held at the IGF required a vehicle. Next year, if permanent storage cannot be provided at the stadium, the budget for a vehicle will need to be significantly increased and a sponsorship will need to be renegotiated. Alternatively, it may be worth while to invest in a trailer that can be connected to any vehicle to transport equipment to larger events. It is recommended that equipment for smaller events within city limits continue to be transported by bicycle trailer to reduce transportation costs, and to continue to promote active transportation.

Finally, equipment was moved from the original storage location on Home St. to the project manager's home in Old St. Vital. This has proven to be much more convenient, and has saved time and transportation costs. Monthly storage costs remain the same at \$40/month.

Finances

Income has been predominantly from fees charged to events. Cost of BVW services vary and are based on event size, location, length and cost to the public. Other income has been from individual donations. While an MEC grant has been written, it is not yet known if it will be granted to BVW prior to the end of this fiscal year.

The majority of expenses are coordinator wages, volunteer stipends, and equipment and supply purchases, insurance, storage and vehicle mileage.

Less events were booked this year to compensate for the additional time required to prepare and run BVW at the IGF. To compensate for the loss of income, costs were also reduced where possible. However, a deficit is anticipated for this fiscal year.

Table 3: BVW Income and Expenses

Winnipeg Bike Valet 2013-2014

	April 1 st , 2013 – March 31 st , 2014	April 1 st , 2013 – November 16 th , 2013	•	Projected - Total Year
	Budgeted	YTD		
Revenue				
Grants	\$3,000.00	\$0.00	\$4,000.00	\$4,000.00
Contracts	\$15,000.00	\$4,545.00	\$7,070.00	\$11,615.00
Tips	\$150.00	\$594.70	\$0.00	\$594.70
Sub-total	\$18,150.00	\$5,139.70	\$11,070.00	\$16,209.70
Expenses				
Capita	(\$750.00)	(\$465.88)	\$0.00	(\$465.88)
Program Coordinato	r			
Base Salary	(\$9,000.00)	(\$6,000.00)	(\$3,000.00)	(\$9,000.00)
Bonus	(\$1,815.00)	(\$1,220.97)	(\$400.00)	(\$1,620.97)
Assistant Coordinato				
Salary		(\$935.00)		(\$935.00)
Website	·	(\$198.00)		(\$198.00)
Insurance	(\$1,000.00)	(\$904.15)	\$0.00	(\$904.15)
Supplies	(\$900.00)	(\$1,042.00)	\$0.00	(\$1,042.00)
Volunteer Suppor	t (\$1,000.00)	(\$345.56)	(\$300.00)	(\$645.56)
Storage	(\$1,020.00)	(\$320.00)	(\$160.00)	(\$480.00)

Recommendations

Sub-total

Total Income

Other (transportation

Transfer to BW

costs)

BVW Coordinator communicate regularly on granting opportunities to ensure there is no competition for grants

(\$192.19)

(\$11,623.75)

(\$6,484.05)

\$0.00

\$0.00

(\$1,620.97)

(\$5,480.97)

\$5,589.03

(\$192.19)

(\$895.02)

(\$1,620.97)

(\$17,104.72)

(\$500.00)

\$350.00

(\$1,815.00)

(\$17,800.00)

- The project manager and the Bike Winnipeg treasurer communicate regularly to ensure fluidity between invoicing and accounts receivable
- Event bonuses be paid only as payments have been received by Bike Winnipeg and grant bonuses be paid as only once fulfillment of the grant requirements have been met.

Appendices

Appendix 1

TERMS OF SERVICE AGREEMENT

The following Terms of Service (the "Agreement") is effective

BETWEEN: Bicycle Valet Winnipeg (hereon in referred to as "Service Provider"), an umbrella organization of Bike Winnipeg

AND: Company X (hereon in referred to as "Company")

WHEREAS, the Service Provider will provide Bicycle Valet Services and supply all necessary equipment to realize valet services for Event X (hereon in referred to as the "Event") on AUGUST 24th and 25th, 2013, and;

WHEREAS, this Agreement contains the Service Provider's terms of engagement;

In consideration of the mutual covenants and agreements herein contained, the parties hereto, intending, to be legally bound, agree as follows:

1. SERVICES PROVIDED

The Service Provider is prepared to provide the following professional services to the Company:

- Free, professional and courteous valet services to all Event participants;
- Bicycle racks as required to accommodate Event attendees;
- Staff to arrive on site for 12:00 am to ensure set-up is complete by 1:00 am
- Staff to valet and monitor Event participants' bicycles from 1:00 am to 6:00 pm on January 1st, 2013 and from 6:00 am to 2:00 pm on January 2nd, 2013;
- Bicycle claim tickets for Event participants;
- Bicycle rack equipment rental from 6:00 pm on January 1st, 2013 to 6:00 am on January 2nd, 2013, monitored by Event security as provided by the Company.
- A minimum of 6 volunteers for set-up, 10 volunteers from 1:00 am until 6:00 pm on the 1st, and a minimum of 14 volunteers from 6:00 am until tear-down on the 2nd.

2. CALCULATION OF FEES AND OTHER CHARGES

- i. Fees for professional services are calculated on an hourly basis for the time spent by Service Provider associates and staff attending to said services at the cost of \$80/hr.
- ii. Fees for equipment rental are calculated at half of the hourly rate of valet services

3. BILLING AGREEMENTS

i. Bills are to be paid in full within one month of the completion of the provision of services

- ii. Late payments are subject to an additional fee, and/or refusal of Service
- iii. Bills are to be paid by cash, or cheque, and sent to the Bike Winnipeg office: c/o 3rd Floor, 303 Portage Avenue
 Winnipeg, Manitoba R3B 2B4

4. REQUEST FOR FEE DETAILS

Service Provider will provide upon request the itemized details of the fees and costs payable for the services.

5. TERMINATION BY THE COMPANY

The Company may terminate this agreement by giving Service Provider a written notice up to 48 HOURS prior to any event and receive a full refund of any payment received by the Service Provider for said Event. If the Company does not provide such a notice, it will be subject to pay 50% of the original invoice amount. In the case of Company cancellations due to SEVERE weather conditions, whereby the safety and security of Service Provider staff, Company staff and Event participants are placed at risk, upon approval by the Service Provider, the company may be entitled to a full refund.

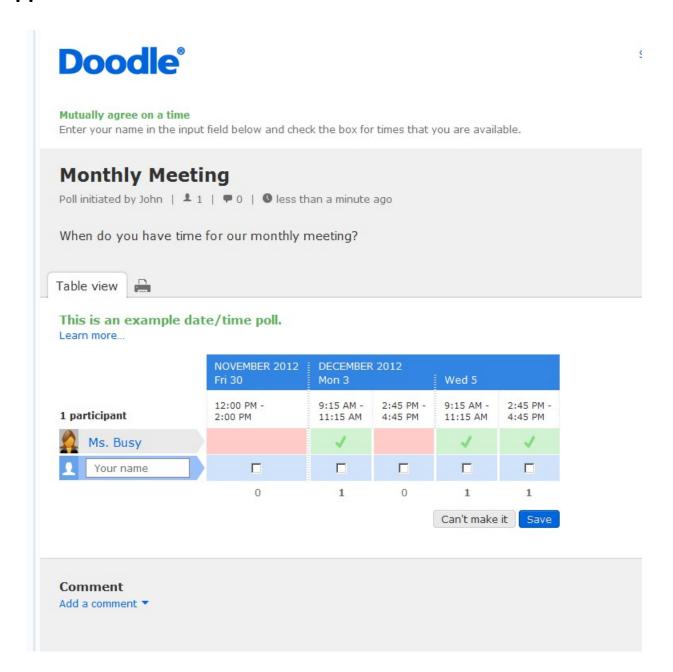
6. TERMINATION BY BICYCLE VALET WINNIPEG

The Service Provider may terminate this agreement and stop acting for the Company if:

- The Company does not comply with this Agreement;
- The Service Provider forms the opinion, on reasonable grounds, that mutual confidence and trust do not exist between both parties

I HAVE READ THE PRECEDING AND AGREI	_	
BICYCLE VALET WINNIPEG:	YES \square	NO L
	_	
COMPANY CONTACT	DATE	

Appendix 2



Appendix 3

Stadium Lot – Bike Rack and Bike Valet Locations

