

MISSISSIPPI GULF COAST BIKE FEST

Executive Summary

The MS Gulf Coast Bike Fest (MSGCBF) is a motorcycle festival for all bike enthusiasts. All brands of motorcycles are welcome, whether it is a Harley Davidson, Yamaha, Suzuki, Triumph or any other type of bike - all enthusiasts are welcome regardless if they ride a bike or not.

The origins of this event started when the founding members of the MS Gulf Coast Bike Fest traveled to Panama City Beach, Florida, for the annual "Thunder Beach" Bike Rally. In the 2007 rally, over 250,000 motorcycle enthusiasts attended.

On 01 Nov 07, the Biloxi/Oceans Springs Bridge re-opened after being re-constructed following the wrath of Hurricane Katrina. Over 4,600 motorcycle enthusiasts assembled, on a Thursday afternoon for a ten minute ride across the bridge, overwhelming everyone involved.

The sole purpose of the MSGCBF is dedicated to rebuilding Mississippi Gulf Coast tourism by bringing an annual event that will attract motorcycle enthusiast from around the country to enjoy what the beautiful Gulf Coast has to offer in entertainment, food, and fun.

The proposed event will be located on Hwy 90, between the Alabama and Louisiana state lines. The venue will be separated into three areas of operations which are identified by the three coastal counties between the state lines. In each county there will be a Production Manager over the county whose job will be to obtain and secure vendor sites and to enlist the local business and city governments to assist and be actively involved in the bike fest. Large interior meeting rooms and exterior areas will be secured to setup vendors and their merchandise. Each city will have at least one designated area for vendors.

Vendors can contact the MSGCBF by going on line to www.msbikefest.com, click on the "Vendor Info" page. Once vendors have completed the proper forms and we have received half the payment, they will be issued a designated area for their merchandise by the Production Manager for that county.

Critical to the infrastructure of the festival is to design and implement strict financial controls of sponsor donations and festival profits. This is particularly important to this festival to ensure that sponsor donations and festival profits are not wasted, but used wisely and accounted for. Only checks for sponsorship donations will be accepted and immediately marked "For Deposit Only" and placed in the MSGCBF bank account. Profits from sale of merchandise and vendor payments, if in the form of cash, will be counted in front of witnesses, deposit slips created, both being placed in a sealed envelope, and deposited in the night depository of the bank. Vendors or customers wishing to pay on line can go to "Pay Pal" on the website and input their payment. "QuickBooks" accounting software will be used along with bank records for accountability. Also critical to this festival is a realistic marketing plan. This will be accomplished by the use of local radio, local television and Cable Company advertising, with flyers, magazine, and billboards also being utilized.

Official merchandise for the festival will be physically inventoried and secured in a warehouse. Any merchandise removed from the warehouse will be logged out and signed for by the receiving party.

MISSION STATEMENT

PURPOSE

The purpose of the Mississippi Gulf Coast Bike Fest is to help restore & improve the beauty and the life of the Mississippi Gulf Coast following the destruction suffered from Hurricane Katrina. To open up this blossoming flower of the South to the people of Northern Mississippi as well people from all over.

HOW

This will be accomplished by inviting a multitude of motorcycle riders and enthusiast of all ages and from all walks of life, towns and cities to the Gulf Coast to enjoy five days of Southern Hospitality, food, music and fun.

EVENTS

There will be live entertainment throughout the week as well as open markets for shopping. Three charity motorcycle runs will be hosted during the seven day period in support of several local charities. Major entertainment personalities will be enlisted in this endeavor as well as local and state entertainment personalities. Major sponsors for this event will be enlisted to bring more broadcasting of the five day event.

EFFECTS

The effects of a five day motorcycle festival will be:

- 1) Increase tourism.
- 2) Area restaurants will enjoy an increase in dining profits.
- 3) Local area hotels and campgrounds will enjoy an increase in profits.
- 4) Local merchants will increase of their sales, as cycle enthusiast are known to spend money recreationally.
- 5) Local entertainment establishments will have an increase in profits for 5 days of this event.
- 6) Due to the Bike Fest being an Annual event, every year this will occur. Once the Bike Fest participants have experienced a taste of the Southern Hospitality here on the Mississippi Gulf Coast, they will spread the word to other riders and non-riders and will have an overall effect on tourism throughout the year, NOT just on the bike