



Bike Florida 2019  
Spring Tour  
Economic Impact  
Report

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## Executive Summary

Bike Florida's 2019 25th Anniversary Spring Tour Economic Report will demonstrate how Bike Florida and its tour participants contribute to the local economies of our tour locations. Bike Florida's operational expenditures totaled **\$251,203.50** within Hernando and Citrus Counties. Participant out of pocket expenses within these counties totaled \$408,545. Bike Florida's total economic impact for the 2019 25th Anniversary Spring Tour is calculated at **\$989,620.73**. Tabulation methods and expense categories are explained in the following pages along with a description of Bike Florida's partnerships, programs, and rider demographics.

### I. Introduction to Bike Florida

#### a. Overview

Bike Florida Inc., a statewide cycling and education nonprofit, was formed in 1994, and each spring since has hosted a weeklong bicycle tour for up to 650 cyclists. These bicycle tours are composed of routes that link small towns with natural and historic landmarks along mostly scenic country roads. All tours are fully supported and coordinated with local governments, businesses, civic organizations and law enforcement agencies; the routes are marked for safety with signage encouraging motorists to share the road.

#### b. Vision and Mission

Our Vision is Florida: The Premier Cycling Experience

Our mission is to help Florida communities improve their economic health, bicycle infrastructure, and safety through bicycle tourism.

### II. Partnerships

As mentioned above, Bike Florida's mission is to improve our communities through bicycle tourism. This mission would not be possible to achieve without support from and collaboration with our many partners. For our 2019 Spring Tour we were able to work with organizations both local and state-wide to help make our event a success.

| Organization  | Description of Partnership   |
|---|--|
| <p>Florida's Pedestrian and Bicycle Focused Initiative: Alert Today, Alive Tomorrow</p> | <p>Presenting Sponsor with contribution of \$20,000. For the last two years, we have partnered closely with Alert Today to help one another meet our common goals. We are excited about what our collaboration will bring to the state of Florida.</p> |
| <p>Share the Road Campaign</p>  | <p>Proceeds from the Share the Road license plate campaign support all of Bike Florida's events, as well as unites Bike Florida with its sister organization, the Florida Bicycle Association (FBA).</p>   |
| <p>Visit Florida</p>  | <p>Florida's Official Tourism Bureau, Visit Florida, awarded Bike Florida a matching marketing grant of \$5,000 from its Cultural, Heritage, Rural, and Nature and Tourism grant program.</p>  |
| <p>Florida's Adventure Coast</p>  | <p>The Hernando County Tourist Development Council provided a marketing grant of \$2,500. Our two</p>  |

| Organization  | Description of Partnership  |
|---|---|
|   | organizations cross-promoted events in the lead up to the tour and are working on future events together.                             |
| City of Brooksville Parks and Recreation Department | In kind donation of 50% fee waiver of venue rental, a value of almost \$2,000. Unlimited use of venue for meetings prior to the tour. |
| Brooksville Main Street                             | In kind donation of 100% fee waiver of tent rental for the entire week, a value of \$1,500.   |
| Discover Crystal River                              | The Citrus County Visitors Bureau provided a marketing grant of \$4,500.  |
| City of Inverness                                   | The City and Parks and Rec Department provided facilities at an in-kind donation of \$1,000.  |
| The Cove Pub and Grub                               | The Cove sponsored our end of ride party with live music, food, beer, airboat rides, and lodging as an in-kind donation of \$2,000.   |
| Primal Wear   | Our official jersey provider, Primal gives  |

| Organization | Description of Partnership  |
|--------------|---|
|              | us significant discounts on our ride jerseys, an in-kind value worth more than \$5,000. |

## Programs and Projects

Bike Florida and its partners teach cyclists how to ride safely in the road with motorists, as well as encourage motorists to “Share The Road.” Bike Florida aims to create sustainable programs that will provide another revenue source to develop new programs that support our mission.

### Annual Spring Tour

Bike Florida hosts an annual Spring Tour to promote bicycle safety, create bicycle touring awareness, and make an economic impact in communities. These tours host up to 650 cyclists every year, contracting with venues such as schools, community colleges, fairgrounds, and parks throughout Florida. The route changes year to year to reveal different areas of Florida.

This year’s tour overnighted in two communities, Brooksville and Inverness, from March 28 through April 3, 2019.

The tour began in Brooksville, using Tom Varn Park as the camping area for riders. March 29 featured a single route (21 miles) designed to familiarize riders with the area as well as the Suncoast Trail. March 30 featured a long route (65 miles) and a short route (47 miles). The long route took riders onto the Good Neighbor Trail, Dade City, San Antonio and back to Brooksville through rural roads; the short route skipped the Dade City and San Antonio portion. March 31 featured the longest route of the tour (101 miles), a “medium” distance route (60 miles), and a short route (36 miles). The routes featured the Withlacoochee Trail, the Suncoast Trail, the Good Neighbor Trail, Floral City, and the Flying Eagle Nature Preserve.

April 1 was the “move” day. The staff and all riders decamped from Brooksville and reassembled in Inverness at the Whispering Pines City Park.

Once in Inverness, riders again were able to choose from a Long route (53 miles) and a short route (34 miles). These rides featured the Withlacoochee Trail, Fort Cooper State Park, Flying Eagle Nature Preserve, Floral City and Lake Henderson. April 2 offered a long ride of 57 miles or a short route of 39 miles. These trips featured Crystal River, Hunter Springs Park, the coastal wetlands, and Fort Island Beach. The final day, April 3, like day one, had only one route, a 42 mile exploration of the northern part of the Withlacoochee Trail, the town of Dunnellon, the Crystal River, and Rainbow Springs State Park.

### Small Group Tours

Our all inclusive “luxury” small group tours are limited to 20 riders. These tours ride shorter daily distances than the Spring Tour with a focus on exploring the surrounding natural areas and other points of interest. Riders stay in local hotels, eat at local restaurants, and have opportunities to participate in cultural activities (i.e. boat tours, walking tours, local speakers, etc.).

### Share the Road

Bike Florida is able to carry out its mission of promoting bicycle safety and education with proceeds from the Share the Road specialty license plate. This plate was developed by Bike Florida and Florida Bicycle Association (FBA). The proceeds are divided equally among the two organizations, with 25% earmarked for the sole purpose of marketing the plate. Each of the organizations uses the proceeds to support programs that improve the state of cycling in Florida. A program narrative report is given each year to the Department of Highway Safety and Motor Vehicles.

## Bike Florida 2019 Economic Impact

### Bike Florida Operational Expenditures

The 25th Anniversary Spring Tour hosted 505, including riders, non-riders, and staff. Registration fees ranged from \$150-525, depending on date of registration and participation category selected. Other sources of revenue included grants, sponsorships, donations, and merchandise. Bike Florida's total operational expenses for the 25th Anniversary Spring Tour totaled \$251,203.50. Priority was given to local businesses during the tour, such as Rising Sun Bistro (3,185.00), Southern Event Catering & BBQ (2,520 ), Handy Can Sanitation (\$5,947.27), Pinnacle Central Systems (\$1,145.00), and Citrus Attraction (\$633.60)

Operating expenses **include but are not limited to** the following:

| Category                        | Expense   |
|---------------------------------|-----------|
| Administrative                  | 13,902.58 |
| Catering                        | 7,045.00  |
| Entertainment                   | 1,822.90  |
| Event Insurance                 | 4,325.10  |
| Host Site<br>Rentals/Janitorial | 2446.61   |
| Marketing                       | 13,583.41 |
| Merchandise                     | 9,860.37  |
| Portable Restroom<br>Facilities | 6,678.00  |
| Signage Printing                | 2,772.63  |
| Rest Stops and Supplies         | 10,922.25 |
| Salaries and Wages              | 38,030.54 |

| Category                                       | Expense   |
|--|-----------|
| Security and Law Enforcement                   | 8927.94   |
| Equipment Rentals                              | 37,947.88 |
| Volunteer/Staff Expenses                       | 12,810.82 |
| Donation: Brooksville Parks and Rec Department | 2,500.00  |
| Donation: Friends of the Withlacoochie Trail   | 2,500.00  |

### **Participant Expenditures**

Percentages and financial figures included in this section were determined using data collected during the registration process as well as in the post-event survey. The economic impact survey response rate for Bike Florida in 2019 was 45.54% (230/505) The financial figures have been determined by calculating the average expense per survey participant. For the purposes of this economic impact report, the data portrayed in the survey will show the responses of the 45.54% who gave us information about their financial expenditures. Participant spending is broken down into the following:

## Transportation to and from the tour

- **Travel more than 50 miles one way:**
  - 95%
  - *Note: 70% of our participants are from out of state and spend an average of 21 days in Florida either before or after the tour.*
- **Fuel:**
  - Total \$23,772 (76% respondents)
  - Avg \$136
- **Airfare, taxi, shuttle, train, etc:**
  - Total \$11,007 (55% respondents)
  - Avg \$87

## Spending during the tour

- **Local Bars and Restaurants:**
  - Total \$34,525 (77% respondents)
  - Avg \$196
- **Shopping:**
  - Total \$12,983 (70% respondents)
  - Avg \$81
- **Other Activities (state parks, museums, etc)**
  - Total \$3,852 (56% respondents)
  - Avg \$30
- **Hotels:**
  - Total \$33,491
  - Avg \$231
  - *Note: According to our records, 22% (111) of our registered riders stayed in local hotels.*
- **On-Site Vendors (food trucks, coffee, massage, etc)**
  - Total \$7,358
  - Avg \$48

## Total Economic Impact

Based on an average expenditure of \$809, we can estimate our total participant spending to be \$408,545. Including Bike Florida's operational costs, the total of direct spending is \$659,748.50 Using the standard Florida tourism multiplier, the total economic impact is **\$956,635.33**.

Total Economic Impact = Number of visitors (505) x Average spending per visit (\$1,306.43) x Multiplier (1.45)

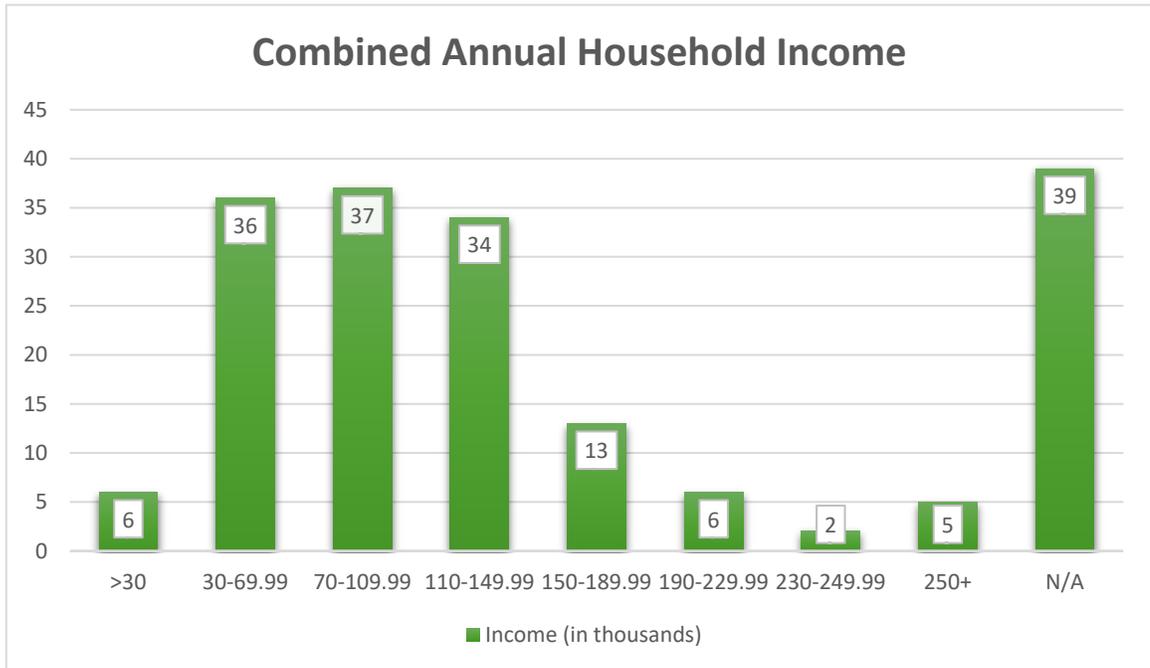
## Bike Florida 2019 Demographics

### Age and Gender

The average age of the 2019 25th Anniversary Spring Tour was 66, which includes 42% female and 58% male.

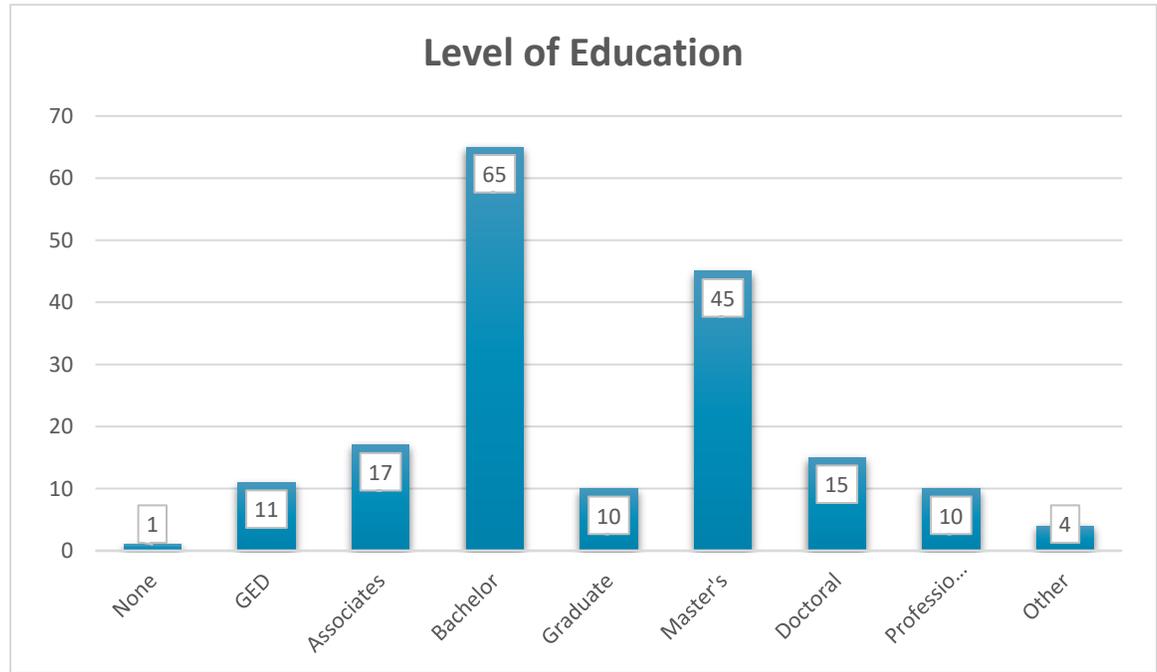
### Household Income

The majority of participants have a combined annual household income ranging from \$30,000-150,000. (Based on survey results.)



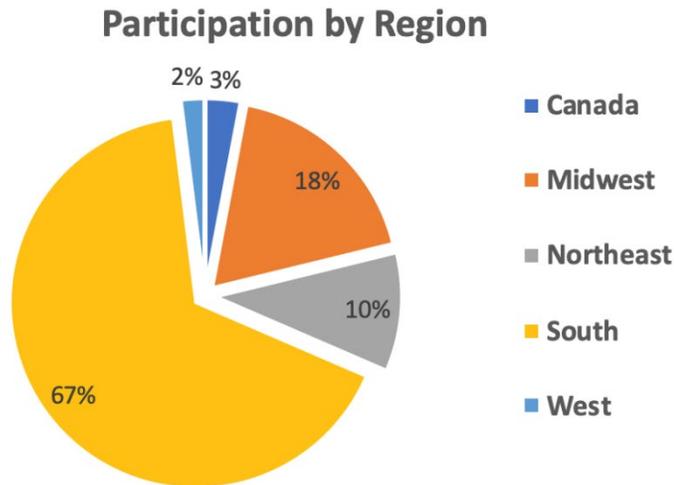
## Education

Based on the data collected in the survey an overwhelming majority of Bike Florida tour participants (81.47%) hold a Bachelor's degree or higher.



## Region of Residence

Based on data collected in the registration process 145 (or 29.6%) are Florida residents. Aside from Florida the most common states of residence were Virginia (44 or 9.0%), Georgia (38 or 7.8%), and Maryland (43 or 8,8%). For a breakdown by region see the chart below.



South: Alabama (1.%), Delaware (1.%), Florida (28.7%), Georgia (7.5%), Kentucky (1.4%), Maryland (8.5%), North Carolina (4.8%), Oklahoma (0.2%), South Carolina (2.%), Tennessee (1.4%), Texas (1.%), Virginia (8.7%), and West Virginia (0.4%)

Midwest: Iowa (1.6%), Illinois (1.6%), Indiana (0.4%), Michigan (4.%), Minnesota (0.6%), Missouri (1.2%), North Dakota (0.2%), Nebraska (0.4%), Ohio (4.8%), and Wisconsin (3.6%)

Northeast: Massachusetts (1.2%), Maine (0.2%), New Hampshire (0.4%), New Jersey (1.%), New York (2.8%), Pennsylvania (3.6%), Rhode Island (1.%), and Vermont (0.2%)

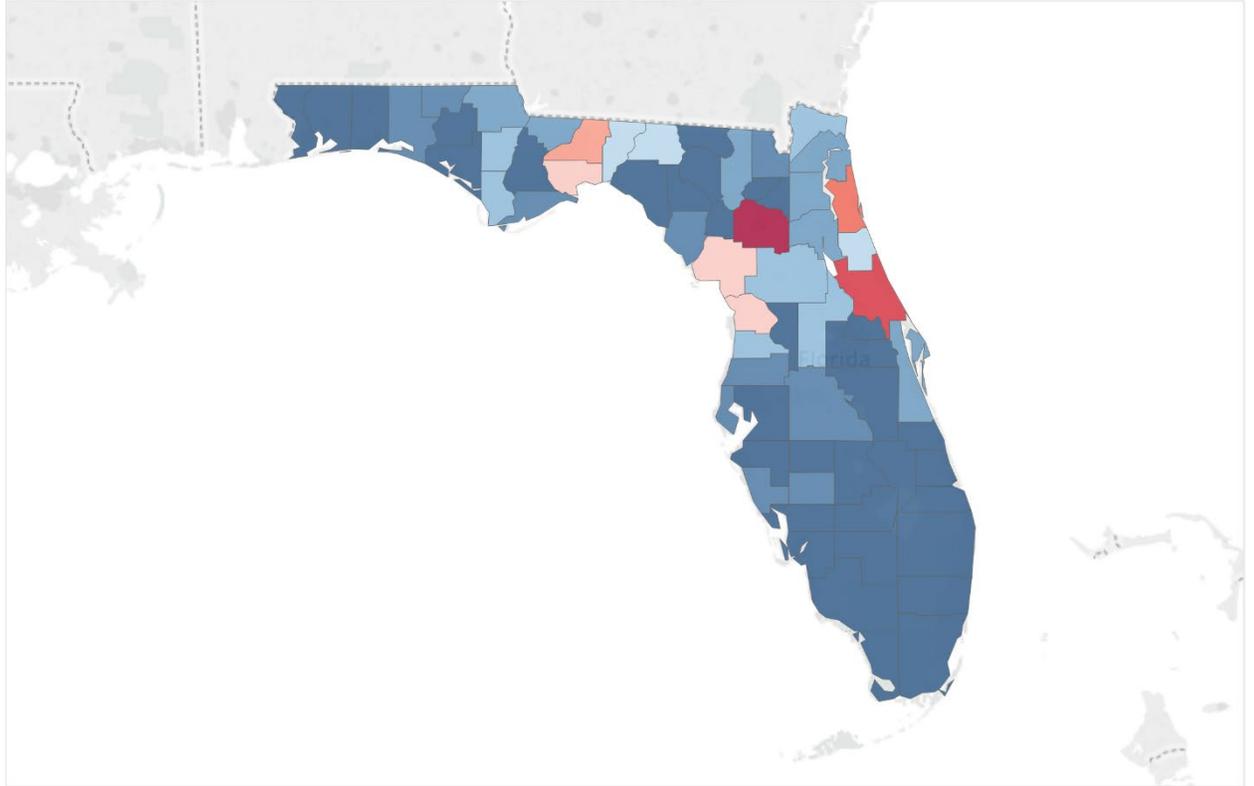
West: Arizona (0.2%), California (0.6%), Colorado (0.8%), Montana (0.2%), and Washington (0.2%)

Canada: 3.0%

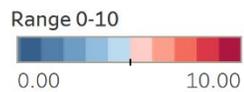
## Bike Florida Economic Impact 1994-2019

Since 1994, Bike Florida's Spring Tour has been hosted by 52 different cities, and tour participants have overnighted in 35 different counties.

### Counties by Overnight Frequency

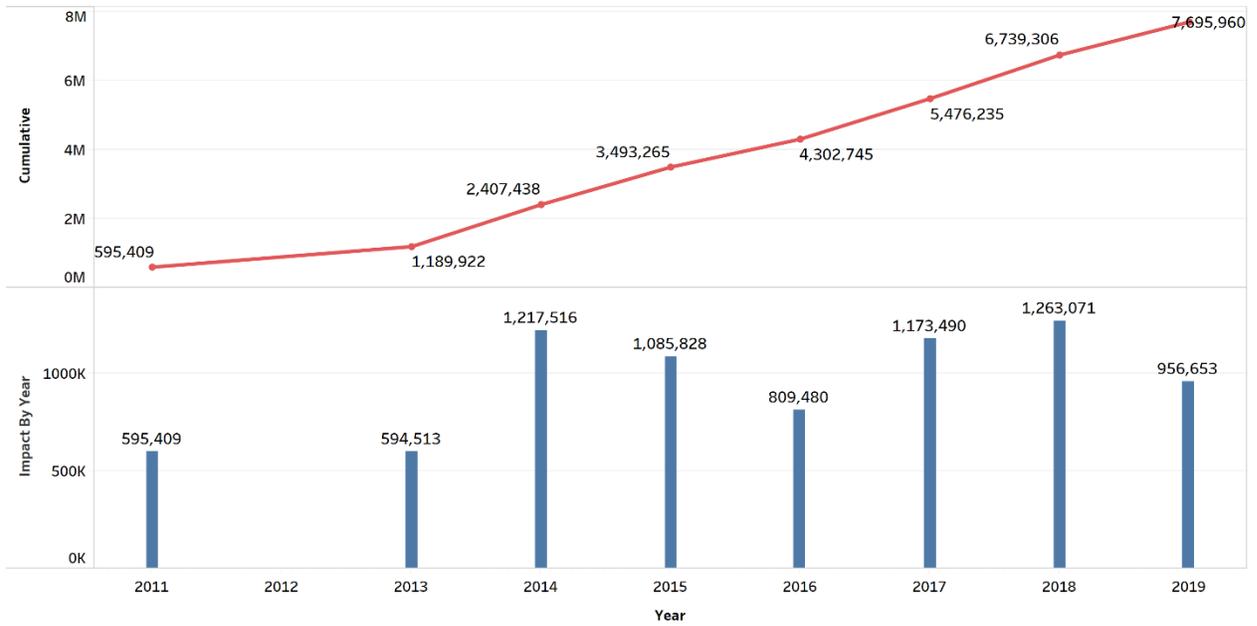


Map based on Longitude (generated) and Latitude (generated). Color shows sum of Range 0-10. Details are shown for County.



Since 2011, Bike Florida's Spring Tour has had a total economic impact of \$7,695,960. See chart below.

**Bike Florida Spring Tour Economic Impact**



## **Conclusion**

For more than two decades Bike Florida has created economic opportunity for small towns, rural areas and cities by enabling thousands of cyclists from around the world, around the nation and around the state to experience Florida's natural wonders, culture, and history while engaging in the health-promoting activity of cycling. As indicated in the above report, the cyclists who come on Bike Florida tours tend to be well off, well-educated and predisposed to spend money in the communities they pass through. Meanwhile, they are very interested in getting to learn about the local culture and history of our host communities. In the course of providing our customers with a wonderful cycling experience and bringing economic opportunity to Florida, Bike Florida also promotes general awareness of cycling and encourages motorists to drive responsibly and Share the Road with cyclists. In this way our annual Spring Tour enables us to fulfill mission of promoting bicycle safety and education while providing a positive economic impact on the communities that support our organization.

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