



**SAND & STARS  
TOUR  
EDGEWATER-TITUSVILLE**

2018 Sand and Stars Spring Tour

Bike Florida's 2018 Sand and Stars Spring Tour  
Economic Impact Report



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# **Executive Summary**

Bike Florida's 2018 Sand and Stars 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 \$295,227.64 within the counties of Volusia and Brevard. Participant out of pocket expenses within these counties totaled **\$611,856.11**. Bike Florida's total economic impact for the 2018 Sand and Stars Spring Tour is calculated at **\$887,191.36**. 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. Mission**

Our mission is to promote safe and responsible cycling through support of the Share the Road campaign, education, public awareness, and bicycle touring. As an organization, Bike Florida is dedicated to making a positive economic impact in the regions and communities that support our tours and programs.

## **II. Partnerships**

As mentioned above, Bike Florida's major mission is to promote safe cycling in Florida. Bike Florida's partnerships with the Florida Bicycle Association, the Florida Department of Transportation (FDOT) Alert Today Alive Tomorrow (Alert Today) Campaign, Visit Florida, local and regional visitor bureaus, host communities, bicycle clubs and other partners and organizations throughout the state are key components in creating awareness of and promoting bicycle safety.

Additionally, Bike Florida promotes the "Share the Road" specialty license plate and campaign. The funding is divided between Bike Florida and the Florida Bicycle Association after 25% is put aside for marketing the Share the Road license plate.

Organization	Description of Partnership
<b>FDOT Alert Today Campaign</b>	The Alert Today Alive Tomorrow Campaign served as our provided a sponsorship of \$10,000. Bike Florida worked closely with Alert Today and its partnership with the University of South Florida (USF) to cross-promote and support multiple events and project. Bike Florida hopes the success of this partnership will continue to foster and grow in order to further spread our shared missions across the state of Florida.
<b>Share the Road Campaign</b>	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). The support from the direct funding is crucial to being able to continue to put on week long bicycle tours, and Bike Florida uses the Spring Tour as a way to market the license plate to over 600 people.
<b>Visit Florida</b>	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.
<b>Space Coast Office of Tourism</b>	Florida's Space Coast (Brevard County) awarded Bike Florida a matching marketing grant of \$5,000. Bike Florida also collaborated with the Space Coast on cross-promotion of events and programs.
<b>City of Edgewater</b>	Before and during the event, representatives from the City of Edgewater coordinated with local parks departments, law enforcement, fire departments and Citizens Assisting Police (C.A.P.S.) program. All City of Edgewater employees and departments were available for our use as and when needed. When weather impacted our event they allowed us to stay an additional day at no charge.
<b>Southeast Volusia Family YMCA</b>	The Southeast Volusia County YMCA donated the use of their gym for our indoor camping facilities, as well as for storage, throughout our entire stay. Along with the City of Edgewater, the YMCA allowed us to stay an additional day at no charge. In return, Bike Florida donated \$2,500 to the YMCA to be used for its ongoing outreach and programming needs.
<b>City of Titusville and Titusville Area Chamber of Commerce</b>	The City of Titusville, along with the Titusville Chamber of Commerce, worked in tandem to allow us to stay at the beautiful Sandpoint Park. Both entities worked tirelessly to connect us with vendors, volunteers, and the personnel at Brevard County

	Parks and Recreation Department. Their contribution was vital to having a successful event in Titusville. In return, Bike Florida was an After Party Sponsor for its Converging Trails and Community Cycle Fun Day by with a donation of \$2,500.
<b>Coast to Coast Bicycle Company</b>	Coast to Coast Bicycle Company, located in the Titusville Welcome Center, connected us with staff and volunteers to help us plan routes in the Brevard County area. Bike Florida worked with them to provide shuttle services and bicycle rentals to our participants.

### **III. 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.

#### **A. 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.

#### **B. 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.).

#### **C. 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 amongst 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.

## IV. Bike Florida 2018 Economic Impact

### A. Bike Florida Operational Expenditures

The Sand and Stars Spring Tour hosted 600 people, including riders, non-riders, and staff. Registration fees ranged from \$100-\$650, 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 Sand and Stars Spring Tour totaled **\$259,227.64**. Bike Florida gave priority to local businesses during the tour, such as **DIYM Catering** (65,511.10), **Curlis Rentals** (\$5,947.27), **Anderson Rentals** (\$8,185.50), and **Mike's DJ Supply** (\$1,390.00) Operating expenses include but are not limited to the following:

Administrative	<b>10,753.27</b>
Catering	<b>65,511.10</b>
Entertainment	<b>16,766.86</b>
Event Insurance	<b>6,158.12</b>
Host Site Rentals/Janitorial	<b>2,765.00</b>
Marketing	<b>27,237.47</b>
Merchandise	<b>23,632.23</b>
Portable Restroom Facilities	<b>8,185.50</b>
Signage Printing	<b>2,517.62</b>
Rest Stops and Supplies	<b>14,244.73</b>
Salaries and Wages	<b>24,269.61</b>
Security and Law Enforcement	<b>16,189.85</b>
Equipment Rentals	<b>37,875.94</b>
Volunteer/Staff Expenses	<b>9,816.75</b>
Community Support Donation	<b>1,000.00</b>
Donation: Southeast Volusia Family YMCA	<b>2,500.00</b>
Donation: Titusville Blazing Trails Event	<b>2,500.00</b>

## **B. 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 survey response rate for Bike Florida in 2018 was 54.17% (325/600) with 200 out of 325 (61.5%) responding to the expenditures question of our survey. 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 61.5% who gave us information about their financial expenditures. Applying that to the entire population, we can say that we have the spending details of 15.85% of our total participants (roughly 95 out of 600). Participant spending is broken down into the following categories:

- Transportation to and from the tour
- Spending during the tour
- Vendor spending
- Spending outside of the tour (externalities)

## **C. Transportation**

A majority of tour participants (97.3%) responded with having travelled more than 50 miles to attend the tour. Floridian-based participants spent a total of \$8,365.32 to get to our event. Out of state and international visitors spent a total of \$39,804. The total expenditures traveling to and from the event is \$48,169.32 excluding snacks, food, etc. purchased during travel.

## **D. During the Spring Tour**

Participants visited various businesses, restaurants, bars, and retail stores throughout the duration of the tour. The majority (98.77%) of the riders spent an average of \$187.81 at local bars and restaurants totaling \$44,511.95.

At the 2018 Sand and Stars Tour 81.97% of the survey participants averaged \$108.00 on retail items totaling \$20,227

57.38% of survey participants spent an average of \$94.00 on attractions such as museums and state parks, totaling \$7,688.

12.26% of our survey participants stayed in local hotels, with an average expenditure of \$370 for a total of \$27,972.

Based on these figures, the survey participants spent an additional \$108,508.27 during the tour with an average of \$542.54.

## E. On-Site Vendors

41.233% of our survey participants utilized optional services such as bike repairs and equipment purchases, coffee, and tent concierge services with an average cost of \$67, totaling \$7,638.00.

## F. Participant Externalities

Participants visit other parts of Florida before and after they ride Bike Florida's Spring Tour. 45.9% spent an average of \$189.50 outside their expenses directly related to the tour, totaling \$47,746 in additional spending while traveling in Florida.

## G. Total Economic Impact

Based on the information of 15% of our riders, we can estimate that our total participant out of pocket expenditures were \$611,856.11 during the 2018 Sand and Stars Spring Tour. **The total expenditures times the corresponding multiplier<sup>1</sup> within the county will represent a total economic impact of \$887,191.36.**

- ❖ Total Economic Impact = Number of visitors (600) x Average spending per visit (\$1019.76) x Multiplier (1.45)

## H. Local Community Support

- **Other Non-Profit Partners:** In addition to the donations to the Southeast Volusia Family YMCA and to the Titusville Blazing Trails Event, Bike Florida partnered with other non-profits during the Spring Tour to make a greater positive economic impact in our host area.

Girl Scout Troop #649	\$400
Oak Hill Community Trust	\$400
Crossroads Christian Church	\$200

- **Total Donations:** During the 2018 Sand and Stars Spring Tour, Bike Florida donated a total of **\$6,000** to local community support groups and nonprofits.

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<sup>1</sup> Multiplier = 1.45, Source from [Florida's Space Coast Spring 2018 Tourism Report](#).

## V. Bike Florida 2018 Demographics

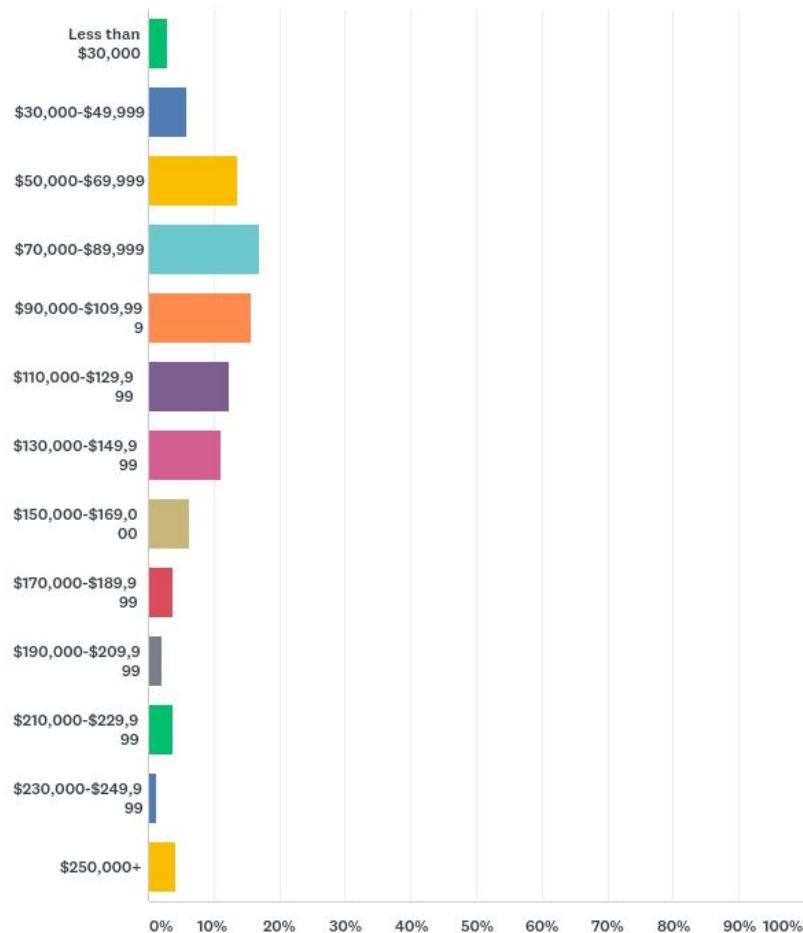
### A. Age and Gender

The average age of the 2018 Sand and Stars Spring Tour was 64, which includes 44% female and 56% male.

### B. Household Income

The majority of the participants have an annual household income ranging from \$50,000 to \$129,99. (*The chart shown only represents the participants who answered the survey.*)

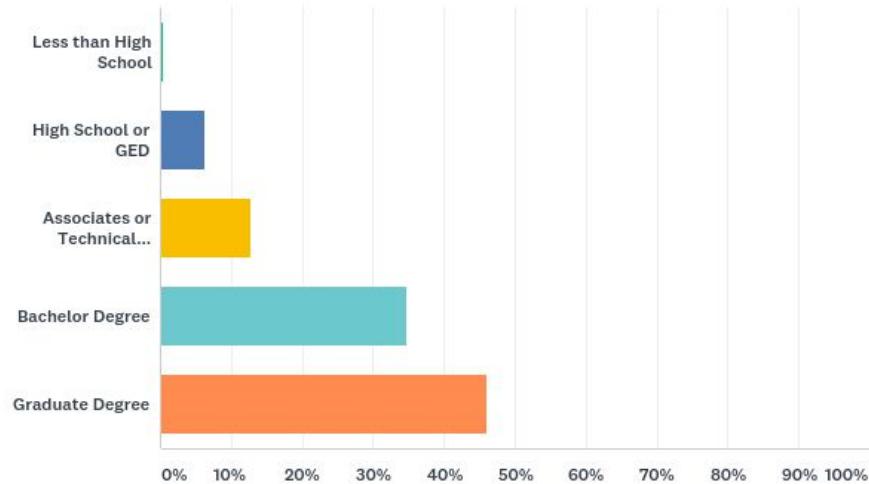
Q33 What is your combined annual household income?



## C. Education

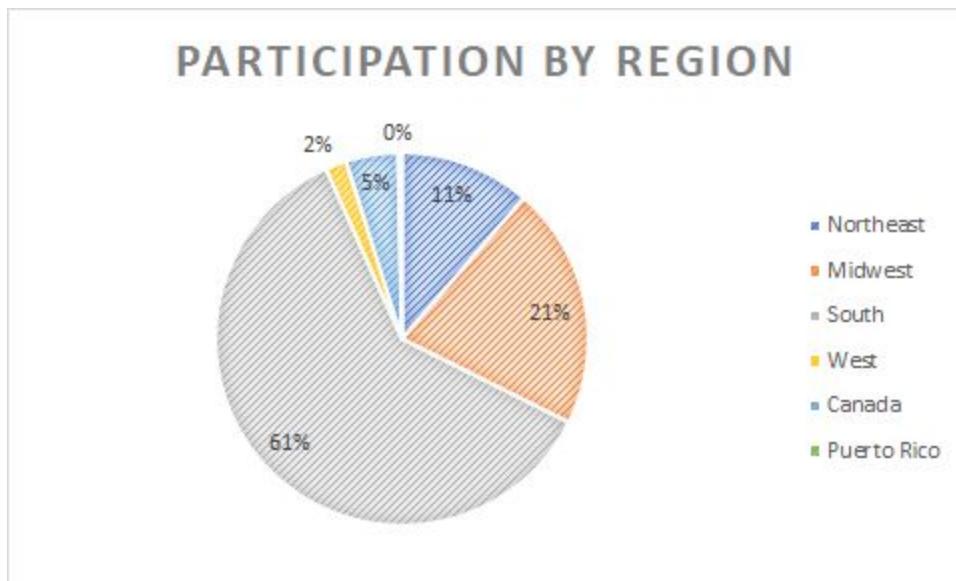
Based on the data collected in the survey an overwhelming majority of Bike Florida tour participants (80.76) hold a Bachelor's degree or higher.\*

Q31 What is your highest level of education?



#### D. Region of Residence

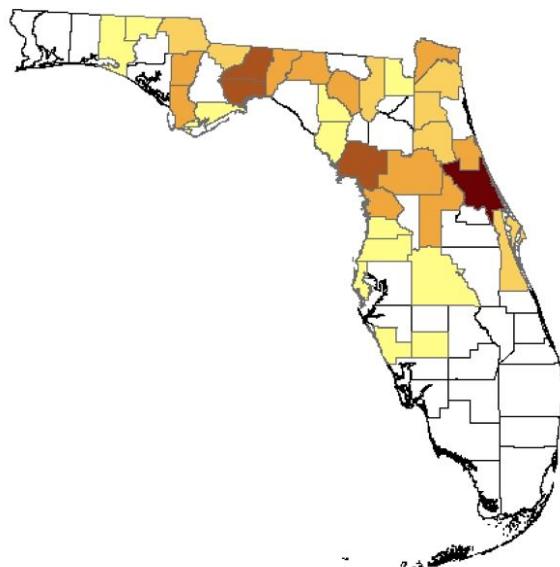
Based on data collected in the registration process 27.00% (162) are Florida residents. Aside from Florida the most common states of residence were Virginia (44 or 7.33%), Georgia (33 or 5.50%), and Pennsylvania (33 or 5.50%). For a breakdown by region see the chart below.



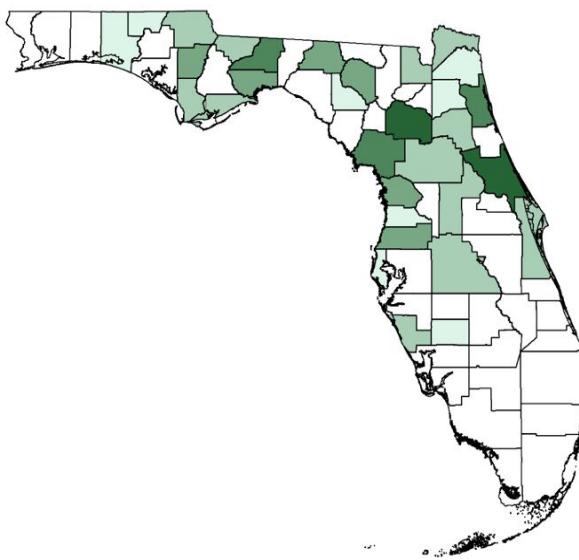
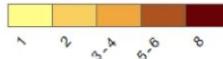
- South: Delaware (1.17%), Florida (27.00%), Georgia (5.50%), Maryland (5.00%), North Carolina (5.33%), South Carolina, (2.33%), Virginia (7.33%), Washington D.C. (0.17%), West Virginia (0.33%), Alabama (0.83%), Kentucky (1.83%), Tennessee (2.50%), Arkansas (0.50%), Oklahoma (0.17%) and Texas (0.83%).
- Midwest: Ohio (3.67%), Michigan (3.67%), Wisconsin (3.67%), Indiana (2.67%), Iowa (1.17%), Illinois (3.0%), Minnesota (1.67%), Missouri (1.33%), and Kansas (0.17%)
- Northeast: Maine (0.33%), Massachusetts (1.17%), New Hampshire (0.17%), New Jersey (1.5%), New York (2.67%), and Pennsylvania (5.5%).
- West: Colorado (0.33%), Montana (0.17%), New Mexico (0.17%), Utah (0.17%), California (0.83%), and Washington (0.17%)
- Canada: 4.5%
- Puerto Rico: 0.33%

## V. Bike Florida Economic Impact 1994-2018

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



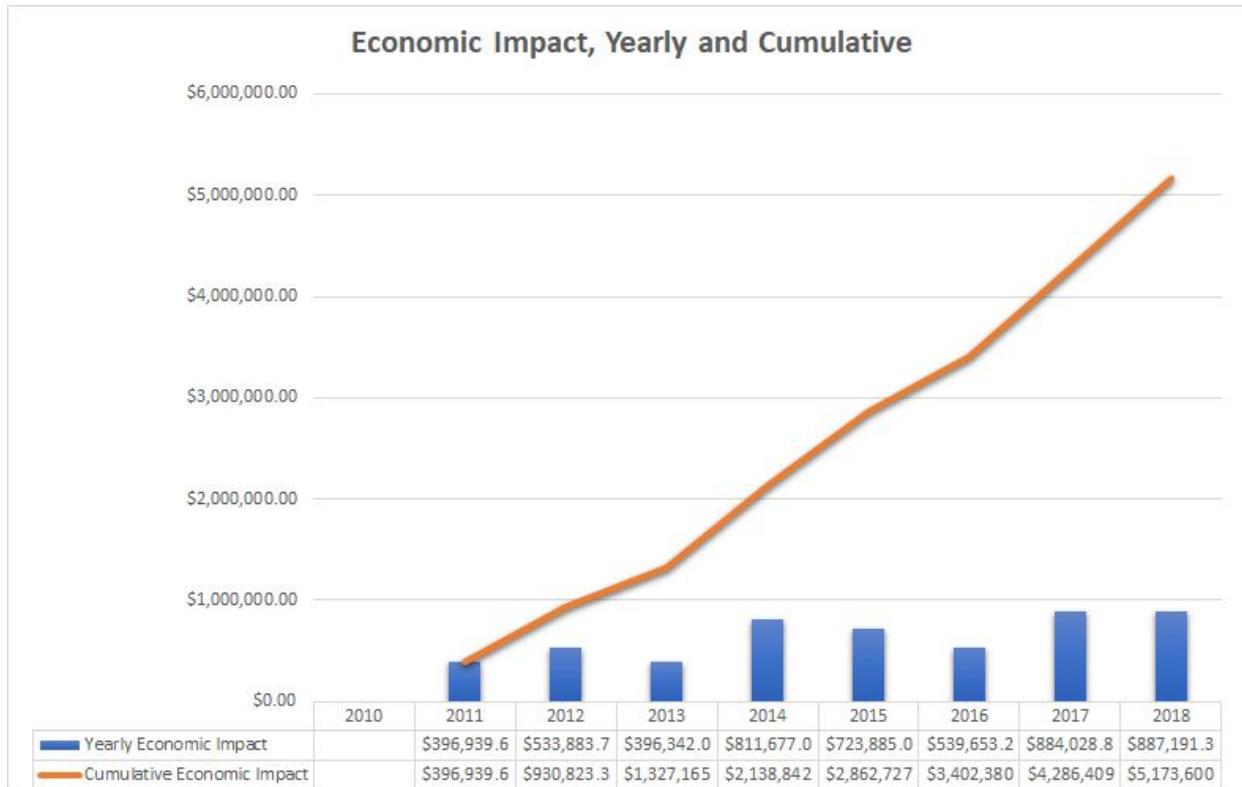
**BF Overnight Counties, 1994-2018**  
**Frequency (Times)**



**BF Ride- Through Counties, 1994-2018**  
**Frequency (Times)**



Since 2011, Bike Florida's Spring Tour has had a total economic impact of **\$5,173,600.81**. See chart below.



## VII. 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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