



BIKE FLORIDA 2011

**ALACHUA COUNTY
ECONOMIC IMPACT REPORT**

BIKE FLORIDA



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I. Introduction to Bike Florida

A. Overview

Bike Florida Inc., a statewide nonprofit, was formed in 1994, and each spring since has hosted a weeklong bicycle camping adventure tour for up to 1,000 cyclists. In 2008, Bike Florida also began weeklong luxury tours along the 260-mile St. Johns River-to-Sea Loop. The spring tour is annual; the luxury tours typically monthly in fall and winter. Although the spring tour varies its route from year to year, the luxury tours follow the River-to-Sea Loop. All routes link small towns with natural and historic landmarks along mostly scenic country roads. All tours are fully supported and coordinated with local law enforcement agencies; the routes marked by safety signage alerting motorists to SHARE THE ROAD.

B. Mission

Our mission is to promote safe and responsible bicycling 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 and the Florida Traffic and Bicycle Safety Education Program are key components in creating awareness about and promoting bicycle safety. These three organizations work together as a team to meet the missions of each.

A. Florida Bicycle Association (FBA)

1. Mission

To inspire and support people and communities to enjoy greater freedom and well-being through bicycling.

2. Relationship with Bike Florida

Bike Florida and the Florida Bicycle Association collaborate to promote the "Share the Road" specialty license plate and campaign. The funding is





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divided between the two organizations after 25% is put aside for marketing. The Executive Directors of both organizations serve on each other's Board of Directors. Additionally, the two organizations share staffing, board members, resources & materials, storage space, and support new opportunities. The partnership is constantly strengthening between the two organizations.

B. Florida Traffic & Bicycle Safety Education Program (FTBSEP)

1. Mission

To administer a traffic and bicycle safety education program through workshops and certificate programs for Florida elementary and middle school teachers, community volunteers, law enforcement officers and recreation leaders. Pilot projects, research, media awareness campaigns and the production of documents and guidelines are also carried out as part of the program's goal.

2. Relationship with Bike Florida

Bike Florida's partnership with the Florida Traffic and Bicycle Safety Education program is a means to meet Bike Florida's mission of bicycle safety. FTBSEP is housed at the College of Health and Human Performance at the University of Florida. Bike Florida provides the use of the Ford Van, various materials for safety trainings, and the occasional use of the trailer for conducting these trainings all over the state. Bike Florida's bookkeeper has been issuing checks for travel and stipends for FTBSEP trainers, mini-grants, and other FTBSEP training expenses, on a contract with UF/HHP for reimbursement. This expedites these trainings and provides FDOT with accurate bookkeeping records for training expenditures. It proves to be an excellent working partnership between the private sector non-profit Bike Florida and the FDOT publicly funded FTBSEP. Bike Florida and FTBSEP continue to support each other in the organizations' endeavors.

C. Additional Partnerships

In addition to this core triangle of partnerships, Bike Florida has worked closely with many supportive organizations to make Bike Florida 2011 the best it can be:

- East Coast Greenway Alliance (ECGA)





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- Gainesville Area Chamber of Commerce
- Florida's Eden
- Florida Park Service
- Florida's Pedestrian/Bicycling Safety Resource Center
- Florida Transportation Technology Transfer Center (T2)
- Gainesville Cycling Club (GCC)
- Gainesville Sports Commission (GSC)
- Paddle Florida
- Putnam Land Conservancy (PLC)
- Visit Gainesville

III. Bike Florida 2011 Economic Impact

Bike Florida would like to share with you how the programs economically benefit the communities visited. One of Bike Florida's missions is to make an economic impact in the communities we visit.

A. Bike Florida Operational Expenditures

Bike Florida 2011 "Florida's Eden" hosted 450 people, including riders, non-riders and staff. Bike Florida works with the businesses of the host communities to increase the total community impact. Registration fees ranged from \$55 - \$450, depending on preferences. Revenue generated by registration fees and other associated income (vehicle permits, donations, merchandise etc.) went towards event logistics, including, but not limited to, the following:

- Host Site Rentals
- Catering (Total – 12 meals)
- Printing (Maps & Cue Sheets, Rider's Handbook, etc.)
- DVD Production and Distribution
- Truck Rentals/Fuel
- Rest Stops & Supplies (Water, Gatorade, Snacks)
- Merchandise (T-Shirts, Jerseys, etc.)
- Administrative Supplies
- Entertainment
- Security/Law Enforcement





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- Shuttle Busses
- Shower Truck
- Port-o-lets
- Route Planning
- Event Insurance

Total Bike Florida Operational Expenditures: **\$143,495.54**

B. Participant Expenditures

Percentages and financial figures included in this section were determined utilizing data collected during the registration process, as well as the survey distributed after the event. The survey response rate for Bike Florida 2011 is 44.44% (200/450). The financial figures have been determined by calculating the average expense per person, as shown in the survey. For purposes of this economic impact report, the data portrayed in the survey will serve as a sample for the population.

The expenditures have been broken down by the following categories:

- Transportation
- Event Expenses
- Lodging
- Food & Beverage
- Shopping

1. Transportation

a. To & From Bike Florida

Participants incurred traveling expenses arriving and departing Bike Florida 2011. 97.8% spent an average of \$178.76 on gas, totaling \$78,672.28 when applied to the entire group. 25.3% spent an average of approximately \$550 on airfare, \$62,617.50 considering the entire group. 37.1% spent an average of \$7.17 on tolls, totaling \$1,197.03 applied to the group. The total expenditures traveling to and from the event is **\$142,486.81.**

b. During Bike Florida





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14.5% claimed to have spent an average of \$41.48 at some point during Bike Florida. According to these figures, the group spent an additional \$2,706.57.

- c. Total Transportation Expenditure
Considering all expenses to, during, and from the event, Bike Florida created an impact of \$145,193.38 in this sector.

2. Event Expenses

- a. On-Site Vendors

44.4% of participants spent an average of \$72.09 with the on-site vendors. Applied to the group, participants spent a total of \$14,403.58 on on-site vendors. Vendors included Rosie the Towel Lady, Eddie Escobar L.M.T., Padre's Cycle Inn, Jim Harris Photography, PRK Bikes, and Sunglass Daddy. In turn, each of the Bike Florida vendors went out into the communities for miscellaneous purchases, like food, lodging, personal items, etc. Several also turned to the local businesses for their retailing needs, such as a laundromat, bike shops, and convenience stores. Exact vendor expenditures are not available.

- b. Bike Repairs & Equipment

40.8% spent an average of \$21.46 on bike repairs during the event, while 26.6% spent an average of \$25.21 on bike equipment during the event. Applied to the group, bike repairs brought in an estimate of \$3940.06 and bike equipment brought in approximately \$3017.64.

- c. Total Event-Related Expenditures

Total event-related expenditures is **\$17,421.22**. Please be aware that this figure includes the on-site vendor expenditures, but the exact portion contributed to the community cannot be determined. Please also note that this figure does not include the event specific items listed below. Each is discussed in detail in the section noted in parentheses.





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- Registration Fees & Associated Income (IV-A)
- Lodging (IV-B-3)
- Food & Beverage (IV-B-4)

3. Lodging

a. Staff and Participant Expenditures

According to our registration data from Bike Florida 2011 "Florida's Eden" spring tour, 16.89% took advantage of hotel accommodations. Based on the average area hotel rate, participants spent an average of \$102.44 on lodging per night (excluding host site lodging, included in basic registration fee). Per recommendation of the Gainesville Visitors and Conventions Bureau, the following estimated impact is based on an average of 1.6 people per room. A total of 16.89% stayed in hotels, 12.67% of which stayed for a minimum of 6 nights and 4.22% stayed for a minimum of 2 nights. Factoring in the average of 1.6 people per room, a total of 35.63 rooms were booked per night for the full week (minimum 6 nights) and 11.87 rooms were booked per night for a minimum of 2 nights. Considering the average rate per night, Bike Florida participants booked a total of 237.55 room nights in Alachua County during the week of March 26, 2011 for a total community impact of \$24,334.62. 5% of this amount, \$1,216.73, goes to the Alachua County Bed Tax.

b. Bike Florida Host Site Rental Expenditures

The total amount of rental expenditures for the Bike Florida host sites came to \$6,641.25.

c. Total Lodging Impact

The total lodging expenditure is \$30,975.87, however, please note that the Bike Florida host site rental expense was considered in section IV-A under Total Bike Florida Operational Expenditures. Thus, only **\$24,334.62** (participant lodging, excluding host site rental expense) will be added to the total economic impact from this section.





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4. Food & Beverage

a. Local Restaurants, Bars, and Lounges

Per the survey, nearly 96% of participants spent money at local restaurants, bars, and lounges, an average of approximately \$86 each. Applied to the entire group, \$37,152 was brought into this sector of the communities. This doesn't include Bike Florida's catering expenditures for the meal plan.

b. Bike Florida Catering Expenditures

The catering expenditures, accommodated for participants that chose the meal plan, for the 4 communities over the 7 day tour totaled \$33,889. Please note that the Bike Florida catering expense was considered in section IV-A under Total Bike Florida Operational Expenditures. Thus, the Bike Florida catering expenditure will be excluded from this section's total impact.

c. Grocery and Convenience Store Purchases

60.5% of participants purchased an average of \$31.73 worth of goods at grocery and convenience stores for a total impact of \$8,638.49.

d. Total Food & Beverage Expenditures.

Total food & beverage impact is \$79679.49, but only an additional **\$45,790.49** will be applied to the total economic impact, as the Bike Florida catering expense was considered in section IV-A under Total Bike Florida Operational Expenditures.

5. Shopping Expenditures

a. Clothing





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34.5% of participants spent an average of \$7.28 on clothing for a total impact of \$1,130.22.

b. Personal Items

71.3% of participants spent an average of \$13.86 on personal items for a total impact of \$4,446.98.

c. Gifts & Souvenirs

59.8% of participants spent an average of \$43.06 on gifts and souvenirs for a total impact of \$11,587.45.

d. Other Miscellaneous Purchases

41.4% of participants spent an average of \$19 on other miscellaneous items for a total impact of \$3,539.70.

e. Total Shopping Expenditures

The total participant expenditure in the shopping category comes to **\$20,704.35**.

C. Total Impact

The total economic impact incurred in Alachua County, Florida on Bike Florida 2011 "Florida's Eden" is **\$396,939.60**. This figure includes the following (shown in detail in the above sections):

- Bike Florida Operational Expenditures (paid with registration fees)
- Participant Personal Expenditures, including:
 - Transportation
 - Event-Related Expenses
 - Lodging





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- Food & Beverage
- Shopping

V. Bike Florida 2011 Demographics

A. Age and Gender

The average age of Bike Florida 2011 was 60.86 years old. 39.11% of participants were female and 60.89% were male.

B. Household Income

Bike Florida 2011 participants provided information regarding their household income for 2010. The breakdown is as follows:

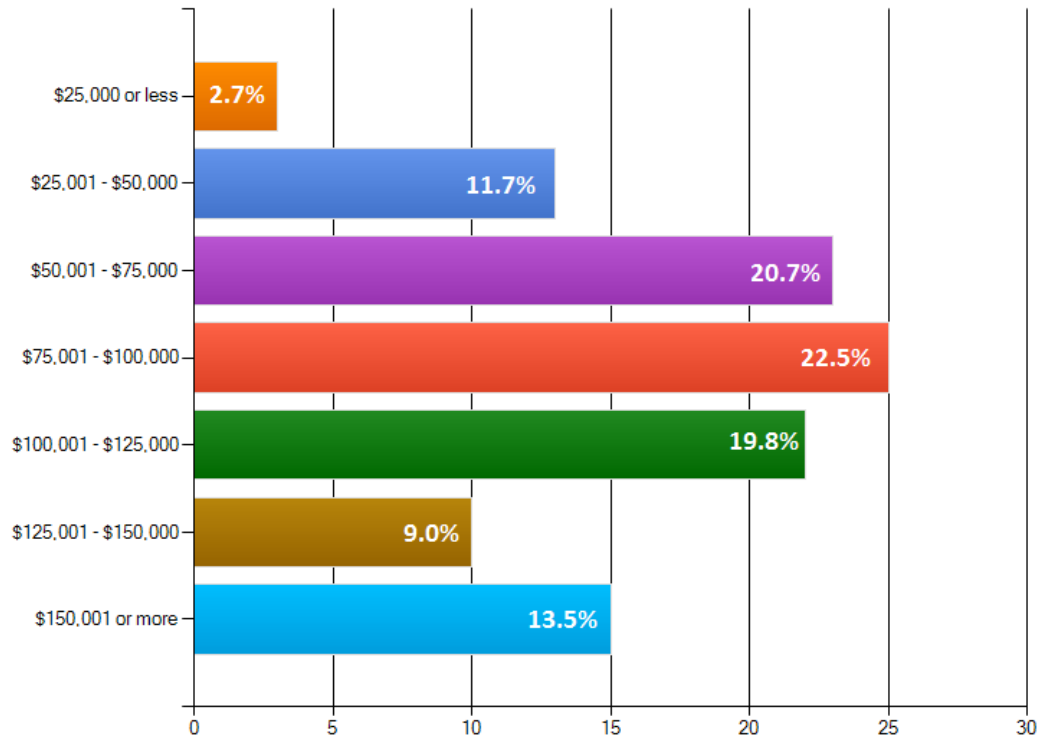




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Which statement best describes your total 2010 annual household income?



As shown in the above statistics, most participants have a household income between \$75,000 and \$100,000. The majority of participants have an annual household income ranging from \$50,001 to \$125,000. Based on these statistics, tours bring middle to upper class Americans to the areas visited. These participants have more discretionary income than the average person, which allows them to spend more on leisure items in the communities.

C. Education

Based on the data collected in the survey, all Bike Florida participants have graduated from high school, but the overwhelming majority have a Bachelor's degree or higher. See the chart below for details.

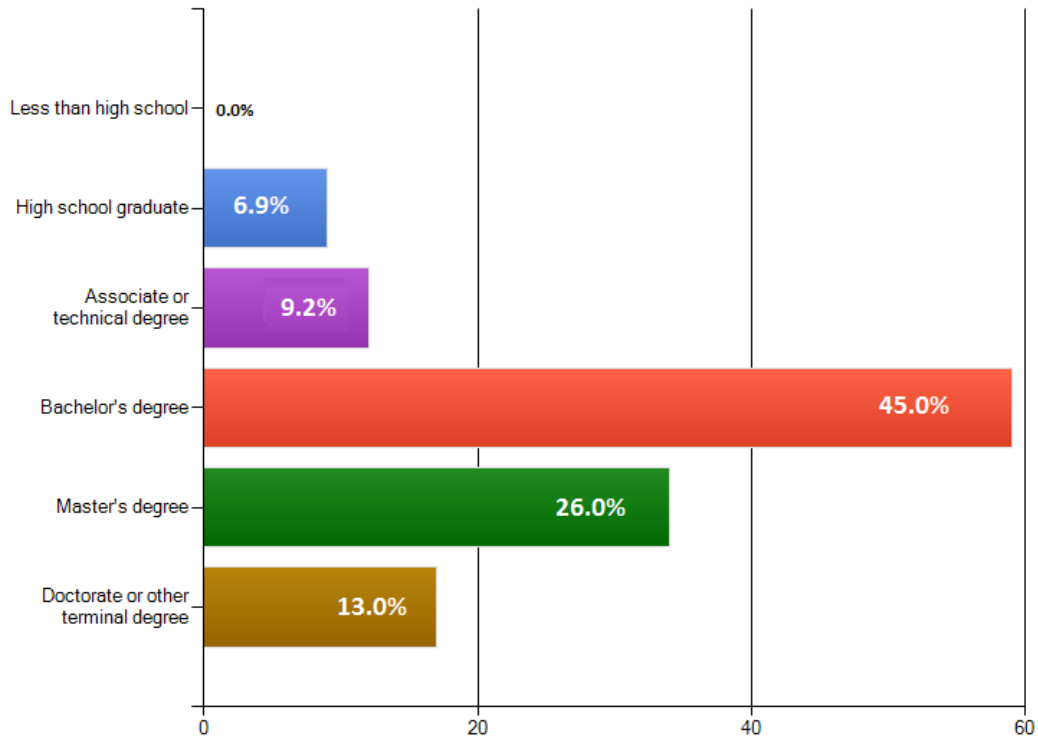




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What is the highest level of education you have obtained?



D. Racial and Ethnic Background

As you can see in the chart below, nearly all of our participants are Caucasian. Bike Florida is currently seeking alternative advertising methods to attract a more diverse group.

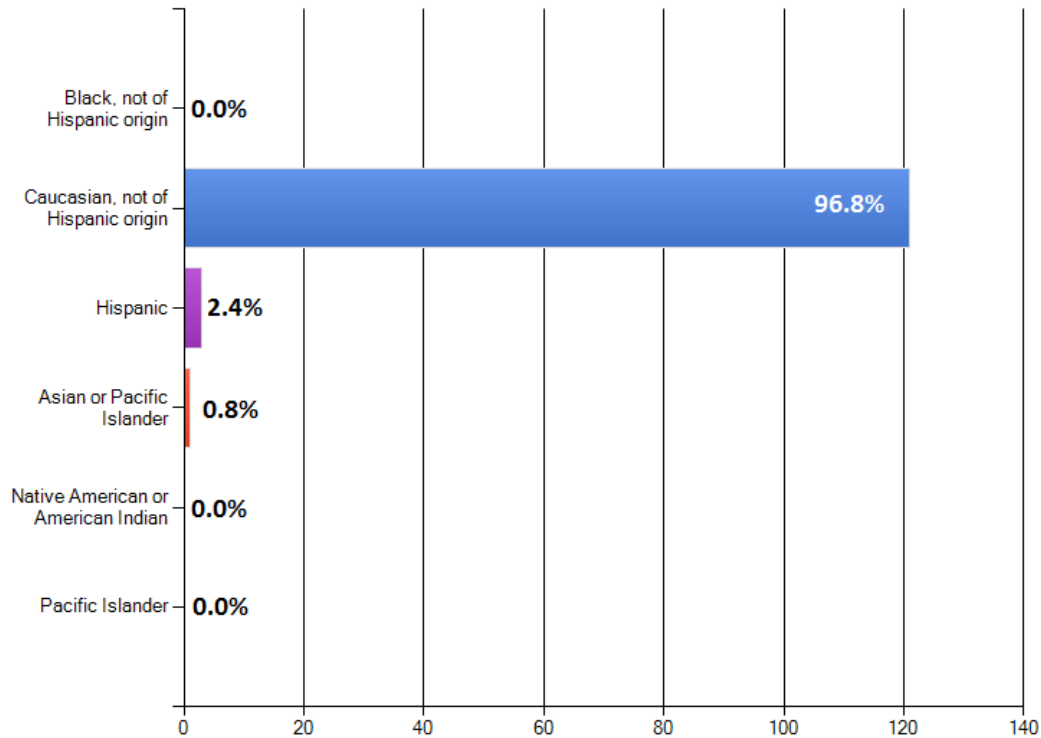




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What is your racial or ethnic background?



Note: this survey does not reflect certain minorities due to a lack of response; however, staff can confirm minority participation.

D. Tourism and Residence

Based on data collected in the registration process, 93.79% of Bike Florida participants were tourists to Alachua County. Thus, of the total economic impact, \$372,289.65 were tourism dollars brought into Alachua County!

Nearly one-third of all participants live in Florida (actual percentage: 32.89%). Only 6.22% of all Bike Florida residents are Alachua County residents, which means the 93.78% of participants brought tourism dollars to the area. (Note: a "tourist" is any individual residing outside of the visited county.) Of these tourists, 5.56% reside in

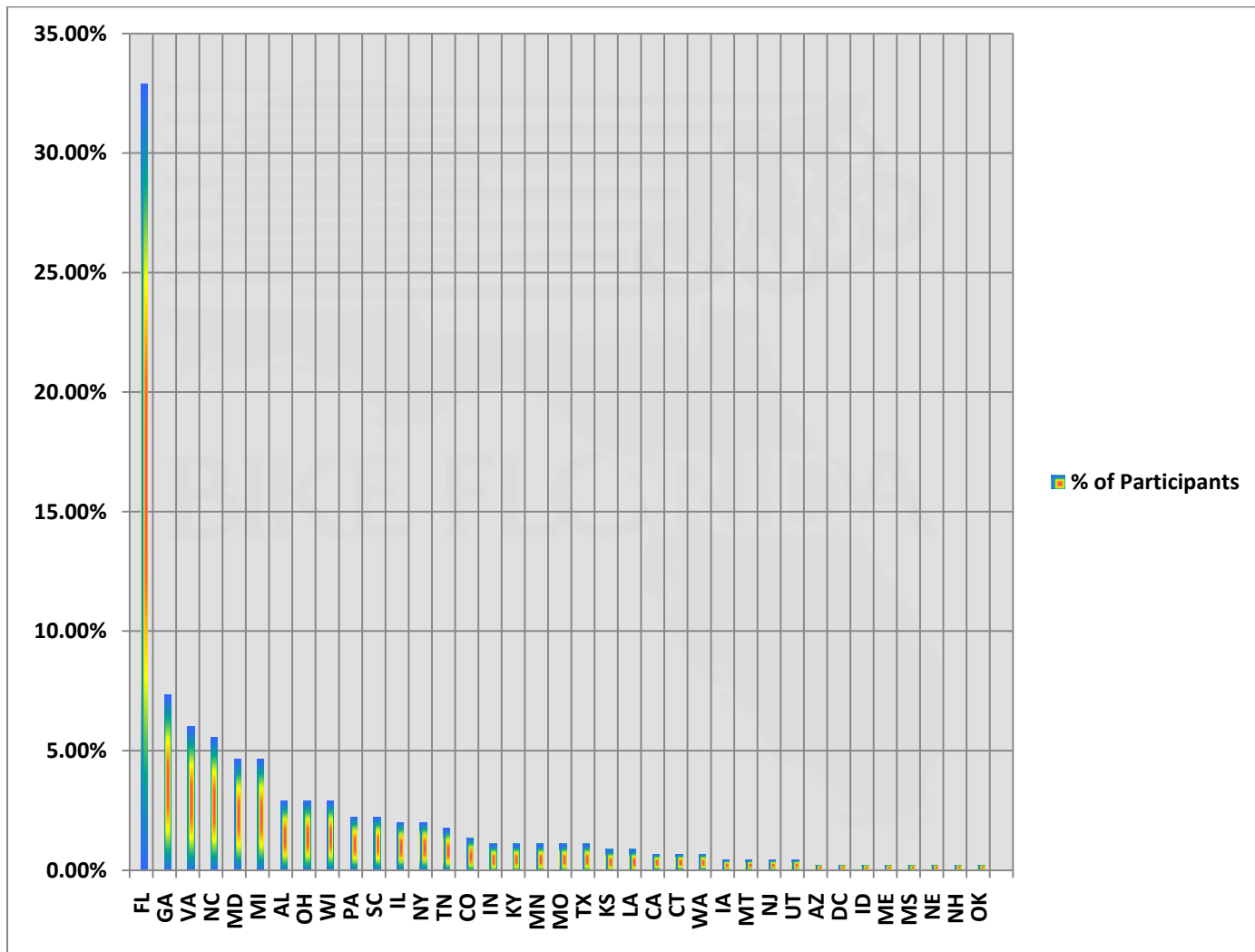




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Canada. Aside from Florida, the most common states of residents were Georgia (7.33%), Virginia (6.00%), and North Carolina (5.56%). For a detailed breakdown of the remaining states, please refer to the chart below:



**Please contact Bike Florida staff with any questions at
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