

Bike Florida 2013 Orange Blossom Express Economic Impact Report

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Executive Summary

How do local economies benefit from a bicycle tour? Bike Florida's 2013 "Orange Blossom Express" Economic Report will demonstrate how Bike Florida and its tour participants contribute to the economies of our tour locations. Bike Florida operational expenditures totaled **\$135,375.00** within the counties of Polk and Lake. Participant out of pocket expenses within these counties totaled **\$161,092.00**. Participant travel and activity expenses to, during and from the tour origination host city totaled **\$99,875.00**, bringing Bike Florida's total economic impact to **\$396,342.00**. 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 nonprofit organization formed in 1994, is dedicated to making Florida more bicycle friendly and promoting bicycle tourism in the Sunshine State. The main event is an annual weeklong bicycle tour for up to 1,000 cyclists held in the spring, while luxury tours are tailored for smaller groups. 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 with signage encouraging bicyclists and 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

Bike Florida's partnerships with the Florida Bicycle Association and the Florida Traffic & Bicycle Safety Education Program are key components in creating awareness and promoting bicycle safety. These three organizations work together as a team to meet their missions.

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 Florida Bicycle Association collaborate to promote the “Share the Road” specialty license plate and campaign. The funding is divided between the two organizations after 25% is put aside for marketing. Additionally, the two organizations share resources, materials, and cross promote at special events.

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 & 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 a Ford Passenger Van, various materials for safety trainings, and the occasional use of a trailer for conducting these trainings statewide. 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 process expedites these trainings and provides the Florida Department of Transportation (FDOT) with accurate bookkeeping records for training expenditures. It proves to be an excellent working partnership between the private sector nonprofit 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. Please refer to the chart below for details. (Note: *Asterisk indicates specific involvement with Bike Florida 2013 “Orange Blossom Express Tour.”)

Organization	Description of Partnership
*Polk County Sports Marketing/Visit Central Florida	Polk County Sports Marketing (PCSM)/Visit Central Florida sponsored and co-coordinated portions of the Orange Blossom Express tour. Bike Florida and PCSM worked closely together to identify overnight facilities, meal plan caterers, entertainment venues, sponsors and community organizations to host and help during the tour. The support and hospitality of communities within Polk County (Lakeland, Bartow, Fort Meade, Polk City, Haines City, Lake Wales, Frostproof) gave our participants the opportunity to visit a new-to-them area of Florida and a reason to come back.
*City of Lakeland	The City of Lakeland was the showcase community for our opening weekend of the tour. The Lakeland Chamber of Commerce hosted a rest stop on Saturday and Sunday and encouraged cyclists to explore the downtown. The support of City employees, law enforcement and the fire department were key in providing safe and scenic routes for our riders.
*City of Bartow	The City of Bartow played a key role in both the opening weekend and the final day of the tour as a rest stop for three separate routes. In addition to hosting the rest stop, the City of Bartow organized an evening street party for our participants that was enjoyed by all who attended.
*City of Clermont	The City of Clermont and the Clermont Downtown Partnership welcomed the tour with a reception as the cyclists entered town. Downtown businesses extended their hours of operation to allow the cyclists an opportunity to shop and dine.
*Lake County Economic Development Council	Lake County Economic Development Council sponsored and co-coordinated portions of the tour. Bike Florida and Lake County EDC worked closely together to identify overnight facilities, meal plan caterers, entertainment venues, sponsors and community organizations to host and help during the tour. The support and hospitality of communities within Lake County (Clermont, Ferndale, Mount Dora, Tavares, Howey-in-the-Hills) gave our participants the opportunity to visit an area of Florida that is bicycle friendly.
*City of Polk City	The City of Polk City welcomed Bike Florida and its riders by hosting a lunch stop in Freedom Park. The efforts of the City to contact and coordinate the food vendors provided an afternoon oasis our cyclists will always remember.
*City of Lake Wales	The City of Lake Wales rolled out the red carpet to welcome Bike Florida as host for the final two nights of the tour. The City sponsored and organized an evening street party that was thoroughly enjoyed by those who attended. Downtown businesses and museums extended their hours of operation for our riders. Post tour comments indicated most had only driven by Lake Wales but now realize what they have been missing by not stopping and discovering what the city has to offer.

*Florida Park Service	Each year we sponsor Friends of the State Parks, while the Florida Park Service provides free or discounted admission to all parks visited by Bike Florida participants during the Spring Tour. With a significant percentage of rest stops along the Spring Tour route located in state parks, information is provided to participants about parks and resources available.
*Office of Greenways and Trails (OGT)	The Office of Greenways and Trails works to develop a network of bicycle trails to encourage the use of alternative transportation, and Bike Florida uses these trails when the route permits.
Florida's Pedestrian/Bicycling Safety Resource Center	The Resource Center is a statewide program that Bike Florida collaborates with to provide educational materials to promote pedestrian and bicycle safety. The Center has been recognized by the state for its record distribution and Bike Florida has been acknowledged for its assistance.

In a post ride survey, we asked participants if the “Orange Blossom Express” tour raised their awareness of our partners or sponsors. 78% said YES with regards to Visit Central Florida, 72% said YES to Lake County and 77% said YES to Florida State Parks. 80% indicated they would return to the areas we visited.

III. Programs and Projects

Bike Florida and its partners teach cyclists how to ride responsibly on 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 1000 cyclists, contracting with venues, such as schools, community colleges, fairgrounds, and parks throughout Florida, to serve as host sites and connect 40-70 miles of daily cycling routes. The route changes from year to year to reveal different areas of Florida.

B. St. Johns River-to-Sea Loop

The St. Johns River to Sea Loop is an emerging program developed to help support bicycle safety programs and trail development. The Loop visits St. Augustine, Flagler Beach, New Smyrna Beach, DeLand, Crescent City, and Palatka. These small group tours host 10-20 people and stay in hotels and B&Bs. Applications are underway to fund the planning and construction of the entire loop trail by the year 2013.

C. Share the Road

Bike Florida also supports its mission of promoting bicycle safety and awareness with proceeds from the “Share the Road” license plate. Developed by Bike Florida and FBA, this specialty license plate was enacted in 1999 by Florida Statute. It was also the first “Share the Road” specialty license plate in the nation and since that time, many, many states have followed suit. The proceeds are divided between the two organizations after 25% is set aside for marketing. Funds are dedicated to education and awareness programs for bicycle and motorist safety. A program narrative report and financial affidavit is provided to the Florida Department of Highway Safety & Motor Vehicles each year to document how the funds are spent.

IV. Bike Florida 2013 Economic Impact

Bike Florida would like to share how the 2013 “Orange Blossom Express”, our annual spring tour, economically benefited the communities visited. Bike Florida is dedicated to making a positive economic impact in the regions and communities that support our tours and programs.

A. Bike Florida Operational Expenditures

The “Orange Blossom Express” hosted 682 people, including riders, non-riders and staff, two-day and seven-day participants. Registration fees ranged from \$55 - \$410, depending on date registered and participation category. Other sources of income included vehicle permits, grants, sponsorships, donations and merchandise sales. Bike Florida operating expenses for the “Orange Blossom Express” totaled \$207,240.00 with a proportional amount spent in each community traveled. Bike Florida works with host communities and businesses to increase the total community impact. Operating expenses include but are 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, Ice, Gatorade, Fruit, Snacks)
- Merchandise (T-Shirts, Jerseys, etc.)
- Administrative Supplies

- Entertainment
- Security/Law Enforcement
- Shuttle Busses
- Port-o-lets
- Route Planning
- Event Insurance
- Marketing
- Shower Truck

Total Bike Florida Operational Expenditures spent within the region:
\$135,375.00.

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 2013 was 42.7% (291/682). 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 and applied to the entire group.

The expenditures have been broken down by the following categories:

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

1. Transportation & Activities

a. Transportation to, during and leaving Bike Florida

Participants incurred traveling expenses getting to, during and leaving Bike Florida 2013. 84% spent an average of \$137 on gas, totaling \$78,501.00. 9.3% spent an average of \$170 on airfare or \$10,710.00. The total expenditures getting to, during and from the event was \$89,211.00.

b. Activities

In the course of their travels, participants indicated expenses spent on activities before, during and after the tour. 50.5% spent an average of \$31 on activities such as MLB Spring training games, beaches, movies, bowling, museums, parks, airboat rides and golf, totaling \$10,664.00.

c. Total Transportation and Activities Expenditure

Considering all expenses of transportation and activities to, during and from the event, Bike Florida created an impact of **\$99,875.00**.

2. Event Expenses

a. On-Site Vendors

64.3% of participants spent an average of \$54 with the on-site vendors. Applied to the group, participants spent a total of **\$23,679.00**. Vendors included Rosie the Towel Lady, Eddie Escobar L.M.T., Padre's Cycle Inn, Cycling Logistics, Bike SAG, Jim Harris Photography, Sun Cycle. 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, hardware shop or convenience store. Exact vendor expenditures are not available at this time.

b. Bike Repairs & Equipment

34.4% spent an average of \$32 on bike repairs during the event, while 41% spent an average of \$43 on bike equipment during the event. Applied to the group, bike repairs brought in approximately **\$7,520** and bike equipment brought in approximately **\$12,040** for a total of **\$19,560.00**.

c. Total Event-Related Expenditures

Total event-related expenditures were **\$43,239.00**. Please note that this figure includes the on-site vendor expenditures, but the exact portion contributed to the community cannot be determined at this time. 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.

- 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 post ride survey, 35% took advantage of hotel accommodations. Participants spent an average of \$97.25 on lodging per

night (excluding host site lodging, included in basic registration fee). The following estimated impact is based on an average of 2 people per room: A total of 35% stayed in hotels for an average of 5 nights. Factoring in the average of 2 people per room, a total of 119 rooms were booked during an average of 5 nights. Considering the average rate per night, Bike Florida participants booked approximately 600 rooms during the tour for an impact of \$58,350.00.

4. Food & Beverage

a. Local Restaurants, Bars, and Lounges

Per the survey, 71% of participants spent money at local restaurants, bars, and lounges. 81% spent an average of \$78.50 on meals and 61% spent an average of \$38.15 on drinks. Applied to the entire group, approximately \$40,977.00 was spent on meals and approximately \$15,870.40 was spent on drinks, for a total of approximately \$56,847.40 being spent on meals and drinks in the communities. This does not include Bike Florida's catering expenditures for the meal plan (see section IV-A under Total Bike Florida Operational Expenditures).

b. Grocery and Convenience Store Purchases

58.4% of participants made purchases at local grocery and convenience stores. 55.7% spent an average of \$37 at grocery stores for a total of \$14,060.00 and 61% spent an average of \$27.50 at convenience stores for a total of \$11,440.00. The total impact for grocery and convenience store purchases is approximately \$25,500.00.

c. Total Food & Beverage Expenditures.

Total food & beverage impact was **\$82,347.40**. Please note the Bike Florida meal plan catering expense of **\$47,370.00** (divided equally in each host community) and Rest Stop supply expense of **\$5,488.00** (total of **\$52,858.00**) were considered in section IV-A under Total Bike Florida Operational Expenditures and not part of this figure.

5. Shopping Expenditures

a. Personal Items

53% of participants spent an average of \$26.40 on personal items for a total impact of \$9,530.40.

b. Gifts & Souvenirs

46% of participants spent an average of \$34.60 on gifts and souvenirs for a total impact of \$10,864.40.

c. Total Shopping Expenditures

The total participant expenditure in the shopping category comes to **\$20,394.80**.

C. Total Impact

The total impact of Bike Florida's 2013 Orange Blossom Express Tour was **\$396,342.00**. Our operational expenses totaled **\$135,375.00** within the counties of Polk and Lake. Participant out of pocket expenses within these counties totaled **\$161,092.20** or **\$236.20** per rider. Participant travel and activity expenses to, during and from the tour totaled **\$99,875.00** or **\$1,611.00** per rider.

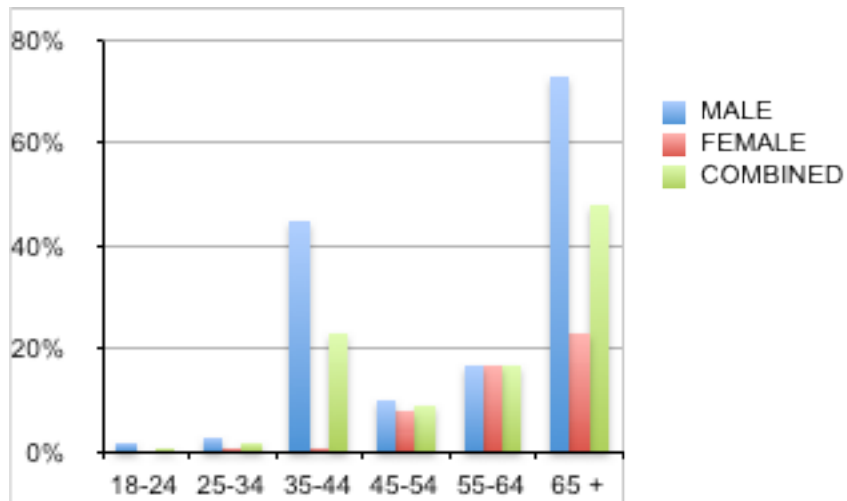
This figure includes the following (shown in detail in the above sections):

- Bike Florida Operational Expenditures
- Participant Personal Expenditures, including:
 - Transportation During Event
 - Transportation to and from the tour origination city
 - Event-Related Expenses
 - Lodging
 - Food & Beverage
 - Shopping

V. Bike Florida 2013 Demographics

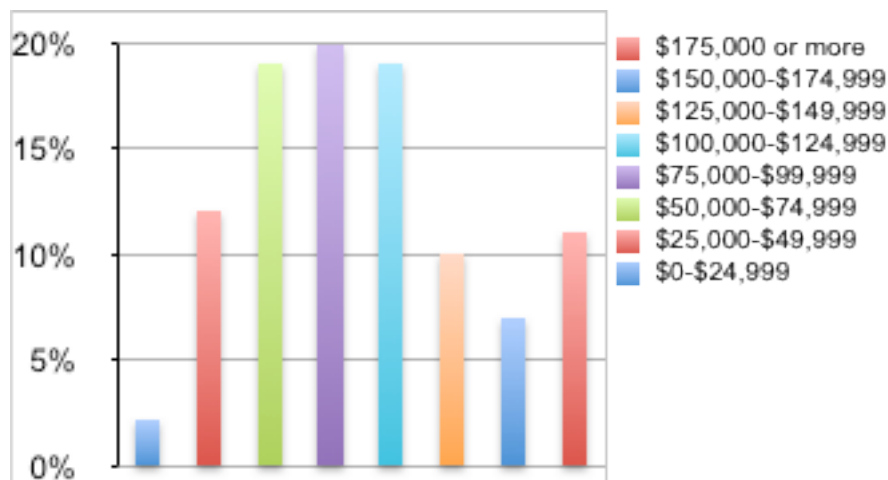
A. Age and Gender

Bike Florida continues to attract cyclists that are 65 years of age or older. Nearly 50% of total participants for the 2013 spring tour were in this age range. 41% of participants were female and 59% were male.



B. Household Income

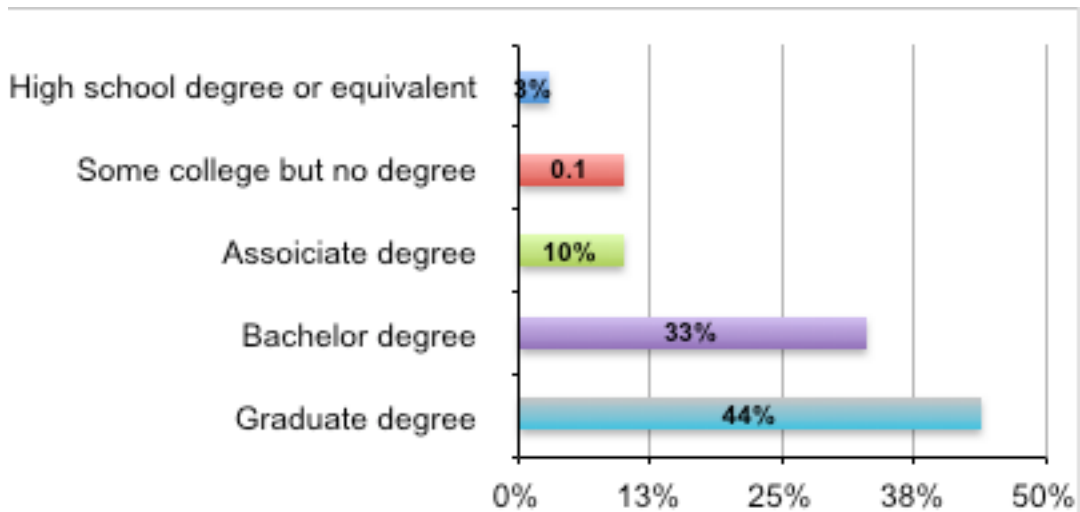
Bike Florida 2013 participants provided information regarding their household income for 2012. The breakdown is as follows:



As shown in the above statistics, most participants have a household income between \$50,000 and \$100,000. The majority of participants have an annual household income ranging from \$75,000 to \$99,999. 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.

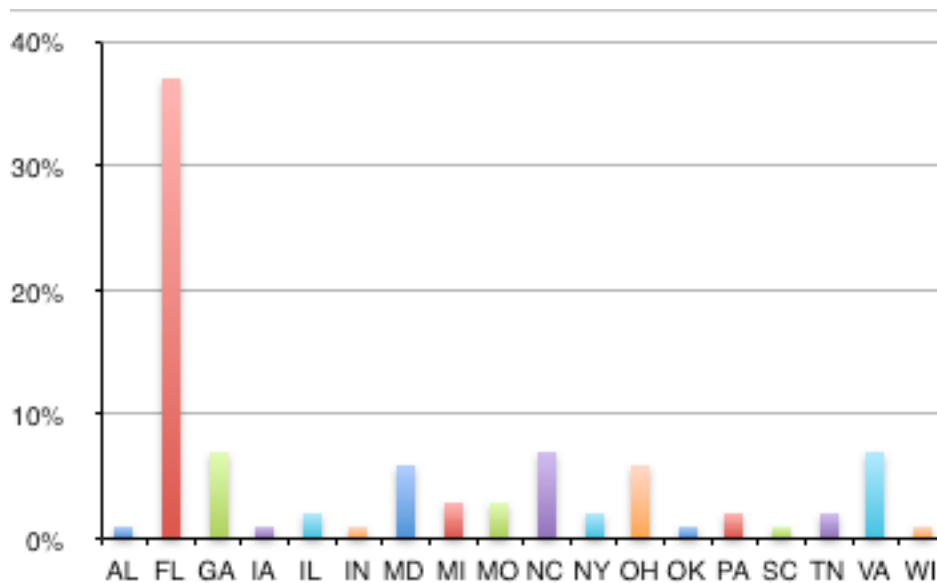
C. Education

Based on the data collected in the survey, 77% have a Bachelor's degree or higher. See the chart below:

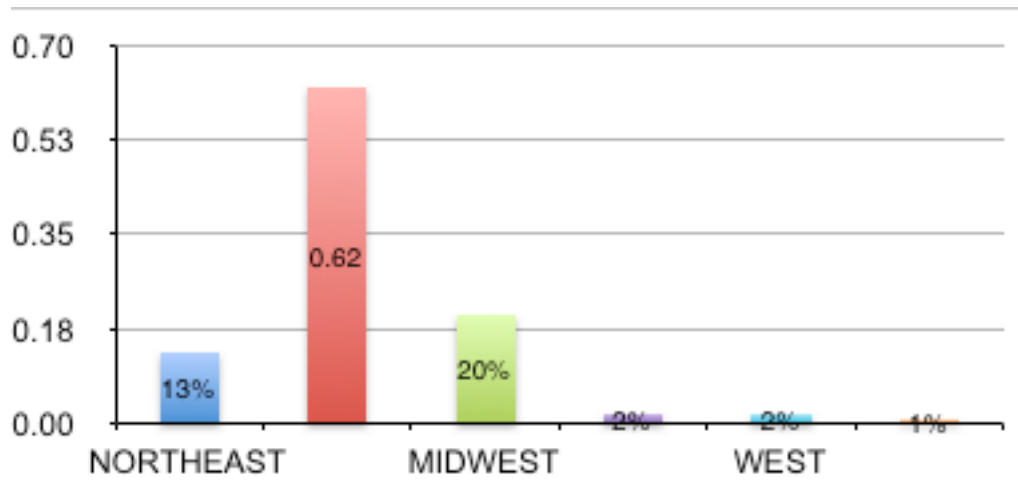


D. Residence

Based on data collected in the registration process, 35 states were represented, with nearly 250 of all participants living in Florida (actual percentage: 37%). Less than 1% of all Bike Florida residents are Polk and Lake county residents, which means 99% of participants brought tourism dollars to the area. (Note: a “tourist” is any individual residing outside of the visited county.) Of these tourists, 3% reside in Canada. Aside from Florida, the most common states of residents were Georgia (7%), Maryland (6%), North Carolina (7%), Ohio (6%) and Virginia (7%). Please refer to the chart below for the top states of residency:



For a US regional outlook on participant percentages (“Other” referring to non US), please refer to the following chart:



**Please contact Bike Florida staff with any questions at
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