



Bike Florida's 2016 Surf & Turf Tour Economic Impact Report



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Executive Summary

Bike Florida's 2016 "Surf & Turf 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 **\$254,389.60** within the counties of Sarasota and DeSoto. Participant out of pocket expenses within these counties totaled \$285,263.62 bringing Bike Florida's total economic impact to **\$539,653.22**. 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, business, 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 Traffic and Bicycle Safety Education Program, 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 as well as

stimulating economic development through our bicycle tourism business.

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.

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. Boutique/Small Tours

Our boutique tours consist of 15-20 riders staying in hotel accommodations. These tours ride shorter daily distances than the Spring Tour with a focus on exploring the surrounding natural areas and other points of interests. Riders stay in local hotels, eat at local restaurants, and have opportunities to participate in local activities (i.e. boat tours, walking tours, local speakers, and etc.).

C. Share the Road

Bike Florida also supports its mission of promoting bicycle safety and creating

awareness with proceeds from the “Share the Road” license plate. The “Share the Road” specialty license plate was developed by Bike Florida and Florida Bicycle Association (FBA). The proceeds are divided equally amongst the two organizations, with 25% separated out for a budget to continue to market the plate. Each of the organizations uses the proceeds to support programs that promote bicycle safety. A program narrative report is given each year to the Department of Highway Safety and Motor Vehicles.

IV. Bike Florida 2016 Economic Impact

A. Bike Florida Operational Expenditures

The Surf & Turf Tour hosted 514 people, including riders, non-riders, and staff. Registration fess ranged from **\$80 - \$455**, depending on date of registration and participation category selected. Other sources of income include vehicle permits, grants, sponsorships, donations, and merchandise. Bike Florida’s total operation expenses for the Surf & Turf Tour totaled **\$254,389.60**. Bike Florida coordinates with hosts communities and businesses to increase the total community impact. Operating expenses include but are not limited to the following:

- Administrative Supplies
- Catering (13 meals total)
- Safety Video Production and Distribution
- Entertainment
- Event Insurance
- Host Site Rentals
- Marketing
- Merchandise (T-shirts, Jerseys, etc.)
- Portable Restroom Facilities
- Printing (Maps & Cue sheets, Rider’s Handbook, etc)
- Rest Stops & Supplies (food and drink)
- Wages

- Security/Law Enforcement
- Shower Truck
- Shuttle buses
- Truck Rentals (including fuel)
- Community Support Organizations, Local Non-Profits

B. Participant Expenditures

Percentages and financial figures included in this section were determined utilizing data collected during the registration process as well as the post-event survey. The survey response rate for Bike Florida in 2016 was 40% (208/514). The financial figures have been determined by calculating the average expense per survey participant, 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 to and from the tour
- Expenses during the tour
- Expenses outside the tour
- Tour vendor expenses

C. Transportation to and from the Surf & Turf Tour

Majority of tour participants (92.7%) responded with having travelled more than 50 miles to attend Surf & Turf, 89% spent an average of \$168.39 on fuel totaling \$76,954.23, while 11% spent an average of \$400.87 on airfare totaling \$22,849.59. The total expenditures traveling to and from the event is \$99,803.82.

D. During the Surf & Turf Tour

Participants visited various businesses, restaurants, bars, and retail stores throughout the duration of the tour. Of the 514 participants, the majority (94%) of the riders spent an average of \$115.44 at local bars and restaurants totaling \$55,757.52.

88% of the participants averaged \$68.85 on retail items totaling \$31,120.20.

34% of participants spent an average of \$10.88 on attractions such as museums and state parks, totaling \$1,901.38.

38% of our participants stayed in local hotels, with an average expenditure of \$109.00 for a total of \$21,255.00.

Based on these figures, the group spent an additional \$110,034.10 during the tour.

E. On-Site Vendors

76% of our participants utilized optional services such as bike repairs and equipment purchases, coffee, and tent concierge services with an average cost of \$42.91, totaling \$16,734.90.

F. Expenses outside Bike Florida's Spring Tour

Participants visit other parts of Florida before or after they ride Bike Florida's Spring Tour. 70% spent an average of \$163.03 outside their expenses directly related to the tour, totaling \$58,690.80 in additional spending while traveling in Florida.

G. Total Economic Impact

Based on these figures, our total participant out of pocket expenditures were \$285,263.62 during 2016 Surf & Turf Tour. Our operational expenses totaled **\$254,389.60** within DeSoto and Sarasota counties, representing a total economic impact of **\$539,653.22**.

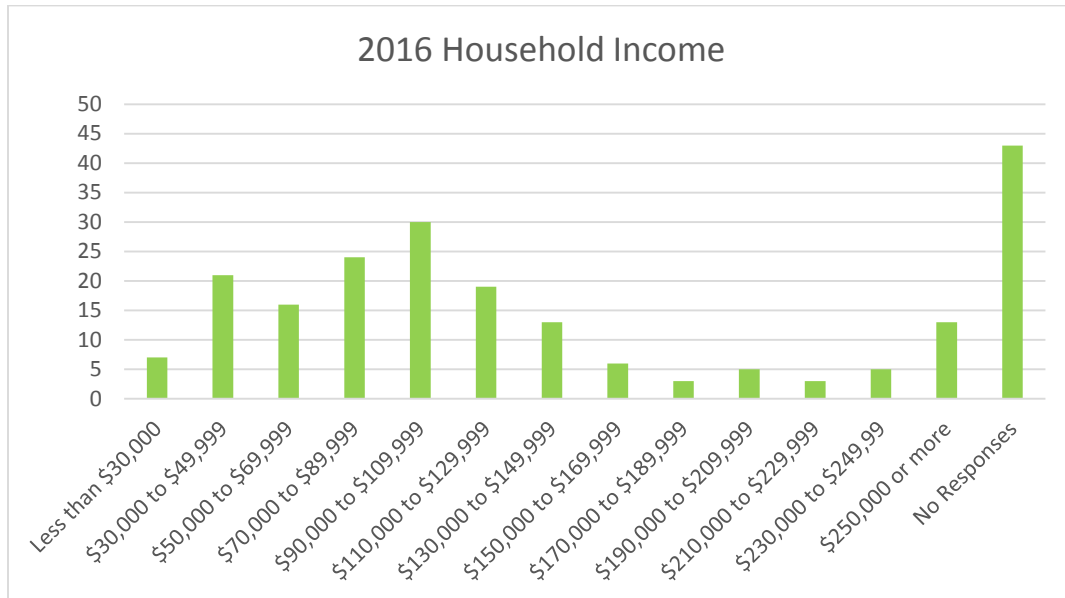
V. Bike Florida 2016 Demographics

A. Age and Gender

The average age of the Surf &Turf Tour was 64, 37.9% female and 48.5% male.

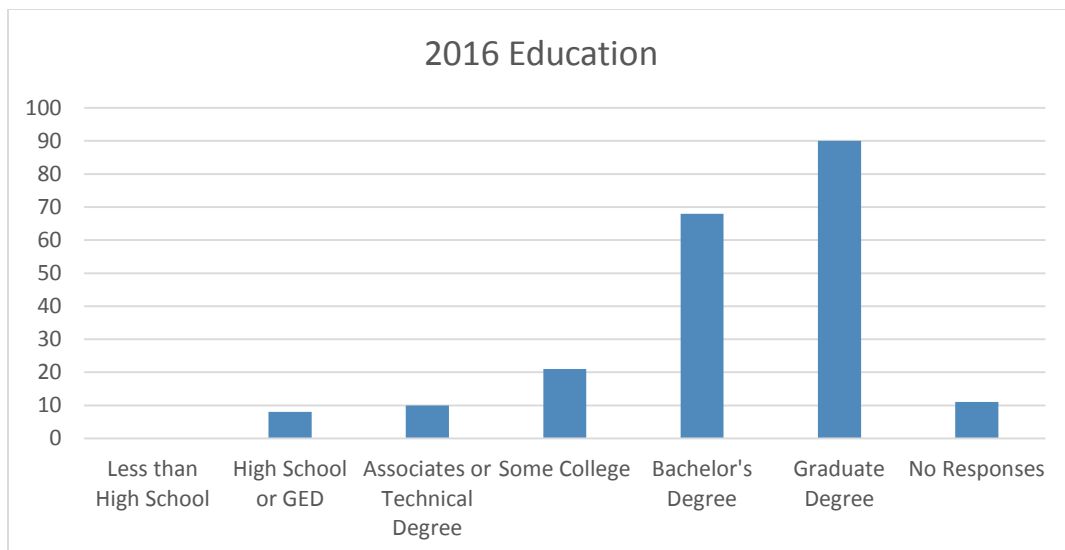
B. Household Income

Most participants have a household income between \$30,000 to \$149,999. The majority of the participants have an annual household income ranging from \$70,000 to \$109,000.



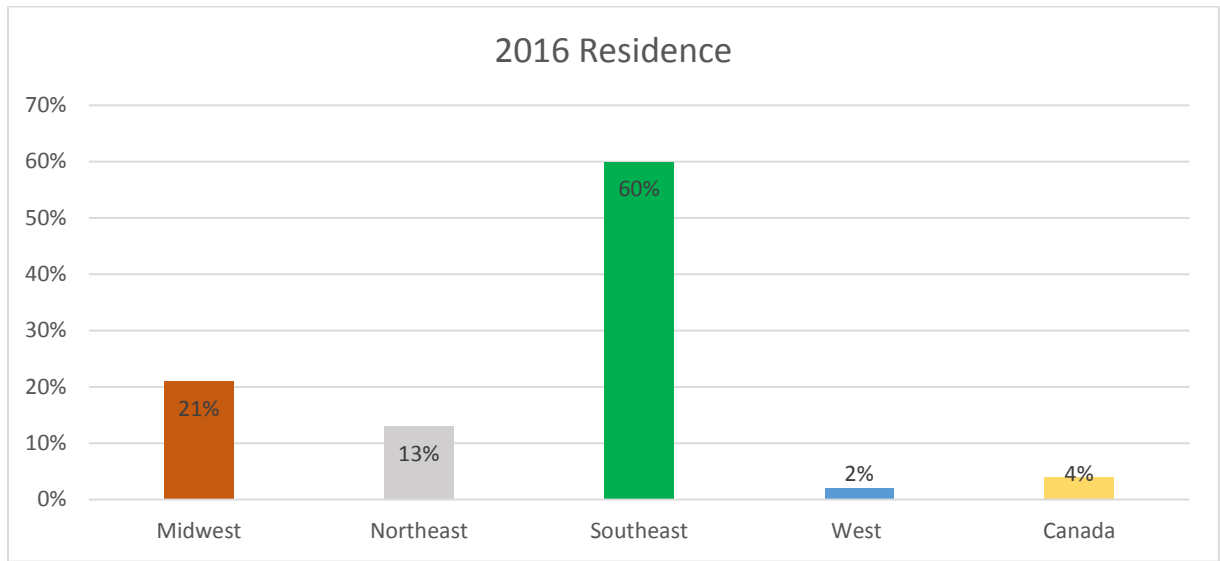
C. Education

Based on the data collected in the survey an overwhelming majority of Bike Florida tour participants hold a Bachelor's degree or higher form of formal education.



D. Region of Residence

Based on data collected in the registration process **35% (180)** are Florida residents. Aside from Florida the most common places of residence were **Ohio (33), Virginia (33), and North Carolina (31)**. For a percentage breakdown by region see the chart below.



VI. Conclusion:

For more than two decades Bike Florida has created economic opportunity for small towns, rural areas and cities around the state 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. In the course of providing our customers with a wonderful cycling experience and bringing economic opportunity to Florida communities, by putting multiple riders on the road over great distances Bike Florida also promotes general awareness of cycling and encourages motorists to drive responsibly and Share The Road with cyclists. Our missions of promoting bicycle safety and education while creating economic opportunity for Florida communities are inextricably entwined.

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