



**Bike Florida 2012  
Forgotten Coast Tour  
Economic Impact Report**



[www.bikeflorida.org](http://www.bikeflorida.org) • 352.224.8601 • [info@bikeflorida.org](mailto:info@bikeflorida.org)



P.O. Box 5295  
Gainesville, FL 32627  
Tel: (352) 224-8601  
(352) 224-8602  
Fax: (352) 392-3224  
Website: [www.bikeflorida.org](http://www.bikeflorida.org)  
E-mail: [info@bikeflorida.org](mailto:info@bikeflorida.org)

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Gainesville, FL 32627  
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Fax: (352) 392-3224  
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E-mail: [info@bikeflorida.org](mailto:info@bikeflorida.org)

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## **Executive Summary**

How do local economies benefit from a bicycle tour? Bike Florida's 2012 "Forgotten Coast Tour" Economic Report will demonstrate how Bike Florida and its tour participants contribute to the economies of our tour locations. Bike Florida operational expenditures totaled **\$183,936.80** within the counties of Leon, Gadsden, Calhoun, Gulf, Franklin and Wakulla. Participant out of pocket expenses within these counties totaled **\$233,692.62**. Participant travel expenses to and from the tour origination host city totals **\$116,254.31** bringing Bike Florida's total economic impact to **\$533,883.73**. 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 nonprofit, was formed in 1994, and each spring since has hosted a weeklong bicycle tour for up to 1,000 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.





P.O. Box 5295  
Gainesville, FL 32627  
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## **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 of 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 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.

### **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





P.O. Box 5295  
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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 a Ford Passenger Van, various materials for safety trainings, and the occasional use of a 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. Please refer to the chart below for details. (Note: \*Asterisk indicates specific involvement with Bike Florida 2012 "Forgotten Coast Tour.")





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<b>Organization</b>	<b>Description of Partnership</b>
<b>Gulf County Tourist Development Council*</b>	Gulf County sponsored and co-coordinator portions of the Forgotten Coast Tour. Bike Florida and Gulf County worked closely together on the transportation, meal planning and housing of our riders as they traveled through the communities of Wewahitchka and Port St. Joe. The support and hospitality of communities like Gulf County is a key ingredient to the success of our tour.
<b>Visit Tallahassee*</b>	Visit Tallahassee and the Tallahassee Leon County Tourist Development Council sponsored and enhanced Bike Florida's ability to serve our ride. Their logistics, facility and networking assistance open doors and created opportunities.
<b>Visit Florida*</b>	Visit Florida awarded a Cultural Heritage and Nature Based Tourism grant to Bike Florida as part of their mission to promote tourism in Florida. Visit Florida also acted as a liaison between our marketing efforts and target markets.
<b>Franklin County/City Apalachicola*</b>	Franklin County and the City of Apalachicola welcomed Bike Florida and its riders through the in kind use of historic facilities, community knowledge and sponsorship.
<b>Gadsden County TDC/City of Quincy/Quincy Mainstreet*</b>	Gadsden County and the City of Quincy worked with Bike Florida as a sponsor and administrative partner co-coordinating meals, entertainment and transportation.
<b>Florida Greenways and Trails Foundation (FGTF)</b>	The Florida Greenways and Trails Foundation are sponsors of the <i>Spinning the Florida Trails</i> DVD series, which is one of Bike Florida's cycling and safety programs.
<b>Florida Park Service*</b>	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.
<b>Florida's Pedestrian/Bicycling Safety Resource Center</b>	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.
<b>Office of Greenways and Trails (OGT)</b>	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.





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### **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 1000 cyclists every year, contracting with venues, such as schools, community colleges, fairgrounds, and parks in northeast and central Florida, to serve as host sites and connect 40-60 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 a project being 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. This project will consist of tours hosting 10-20 people and staying in hotels and B&Bs. Applications are presently being prepared 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 creating awareness with proceeds from the “Share the Road” license plate. The “Share the Road” specialty license plate was developed by Bike Florida and 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





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organizations uses the proceeds to support programs that promote bicycle safety. A program narrative report is given each year to the DHSV.

#### **IV. Bike Florida 2012 Economic Impact**

Bike Florida would like to share how the 2012 “Forgotten Coast Tour”, 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 “Forgotten Coast Tour” hosted 639 people, including riders, non-riders and staff. Registration fees ranged from \$200 - \$490, depending on date registered and participation category. Other sources of income include vehicle permits, grants, sponsorships, donations and merchandise. Bike Florida total operating expenses for the Forgotten Coast Tour totaled \$183,936.80 with a proportional amount spent with each community we tour in. 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, Gatorade, Snacks)
- Merchandise (T-Shirts, Jerseys, etc.)
- Administrative Supplies
- Entertainment
- Security/Law Enforcement
- Shuttle Busses







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- Port-o-lets
- Route Planning
- Event Insurance
- Marketing
- Shower Truck

Total Bike Florida Operational Expenditures spent within the region:  
**\$183,936.80**

**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 2012 is 45.5% (291/639). 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
- Event Expenses
- Lodging
- Food & Beverage
- Shopping





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1. Transportation

a. To & From Bike Florida

Participants incurred traveling expenses arriving and departing Bike Florida 2012. 86.25% spent an average of \$183.22 on gas, totaling \$100,979.41. 3% spent an average of \$698 on airfare or \$13,380.66. 22% spent an average of \$13.64 on tolls, totaling \$1,917.51. The total expenditures traveling to and from the event is \$116,277.58.

b. During Bike Florida

11.3% claimed to have spent an average of \$60.92 at some point during Bike Florida. According to these figures, the group spent an additional \$4,398.85.

c. Total Transportation Expenditure

Considering all expenses to, during, and from the event, Bike Florida created an impact of \$120,676.43 in this sector.

2. Event Expenses

a. On-Site Vendors

37.8% of participants spent an average of \$87.79 with the on-site vendors. Applied to the group, participants spent a total of \$21,204.97. Vendors included Rosie the Towel Lady, Eddie Escobar L.M.T., Padre's Cycle Inn, Jim Harris Photography, and 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,





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hardware shop or convenience store. Exact vendor expenditures are not available at this time.

b. Bike Repairs & Equipment

15.12% spent an average of \$41.87 on bike repairs during the event, while 12.37% spent an average of \$47.02 on bike equipment during the event. Applied to the group, bike repairs brought in an estimate of \$4,045.35 and bike equipment brought in approximately \$3,716.66 for a total of \$7,762.01

c. Total Event-Related Expenditures

Total event-related expenditures are **\$28,966.98** 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, 23.37% took advantage of hotel accommodations. Based on the average area hotel rate, participants spent an average of \$101.76 on lodging per night (excluding host site lodging, included in basic registration fee). The following estimated impact is based on an average of 1.6 people per room: A total of 23.37% stayed in hotels for an average of 6 nights. Factoring in the average of





P.O. Box 5295  
Gainesville, FL 32627  
Tel: (352) 224-8601  
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1.6 people per room, a total of 93.33 rooms were booked during an average of 6 nights. Considering the average rate per night, Bike Florida participants booked a total of 559.98 rooms during the tour for an impact of \$56,983.56

**4. Food & Beverage**

**a. Local Restaurants, Bars, and Lounges**

Per the survey, nearly 80% of participants spent money at local restaurants, bars, and lounges, an average of approximately \$140.60 each. Applied to the entire group, \$71,874.72 was brought into this sector of 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**

50% of participants purchased an average of \$41.17 worth of goods at grocery and convenience stores for a total impact of \$13,153.82

**c. Total Food & Beverage Expenditures.**

Total food & beverage impact is **\$85,028.54** Please note the Bike Florida meal plan catering expense of **\$55,560.00** (divided equally in each host community) and Rest Stop supply expense of **\$5,474.31** (total of **\$61,034.31**) were considered in section IV-A under Total Bike Florida Operational Expenditures and not part of this figure.

**5. Shopping Expenditures**

**a. Clothing**





P.O. Box 5295  
Gainesville, FL 32627  
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11.3% of participants spent an average of \$66.36 on clothing for a total impact of \$4,791.66

b. Personal Items

20.6% of participants spent an average of \$34.73 on personal items for a total impact of \$4,571.65

c. Gifts & Souvenirs

22% of participants spent an average of \$53.45 on gifts and souvenirs for a total impact of \$7,514.00

d. Other Miscellaneous Purchases

9.3% of participants spent an average of \$58.00 on other miscellaneous items for a total impact of \$3,446.77

e. Total Shopping Expenditures

The total participant expenditure in the shopping category comes to **\$20,324.08**

C. Total Impact

**\$533,883.73** is Bike Florida's total economic impact from the 2012 Forgotten Coast Tour. Our operational expenses totaled **\$183,936.80** within the counties of Leon, Gadsden, Calhoun, Gulf, Franklin and Wakulla. Participant out of pocket expenses within these counties totaled **\$233,692.62** or **\$365.72** per rider. Participant travel expenses to and from the tour origination host city totaled **\$116,254.31** or **\$181.93** per rider.





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Gainesville, FL 32627  
Tel: (352) 224-8601  
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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 2012 Demographics**

### **A. Age and Gender**

The average age of Bike Florida 2012 was 60.02 years old. 40.50% of participants were female and 59.50% were male.

### **B. Household Income**

Bike Florida 2012 participants provided information regarding their household income for 2011. The breakdown is as follows:

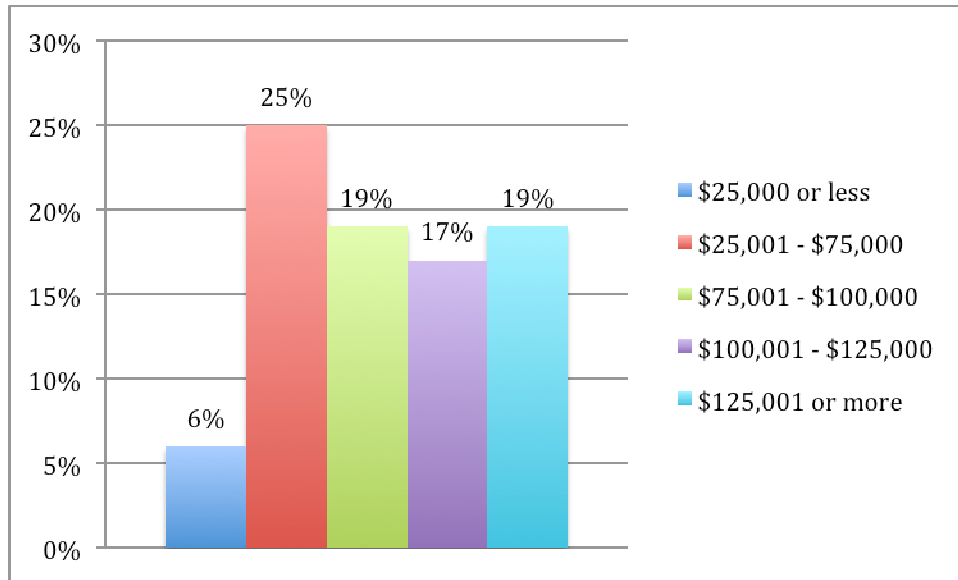




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Gainesville, FL 32627  
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As shown in the above statistics, most participants have a household income between \$25,000 and \$75,000. The majority of participants have an annual household income ranging from \$25,001 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, only 1% of Bike Florida participants have not graduated from high school, but the overwhelming majority have a Bachelor's degree or higher. See the chart on the next page.

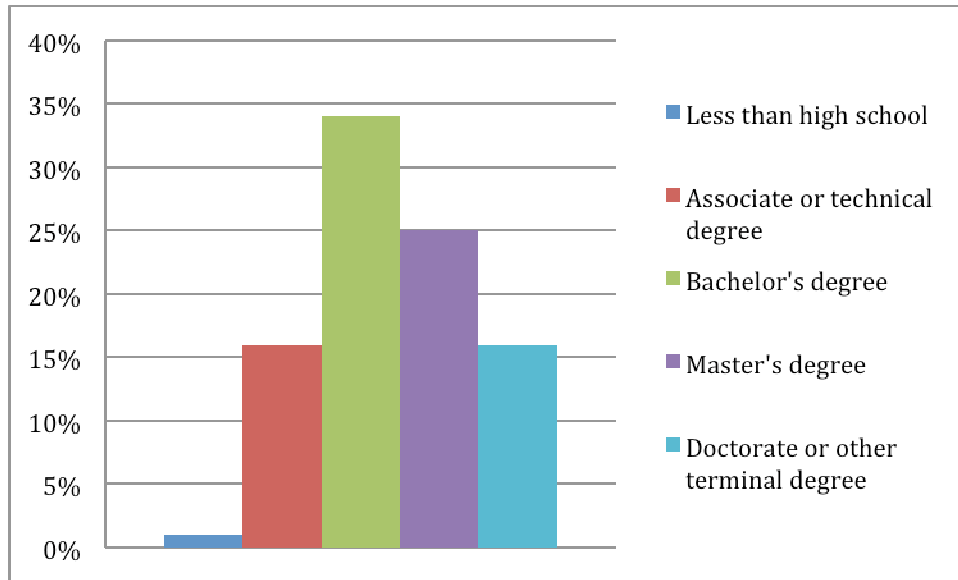




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**D. Residence**

Based on data collected in the registration process, nearly one-third of all participants live in Florida (actual percentage: 29.89%). Only 3.6% of all Bike Florida residents are Leon, Gadsden, Calhoun, Gulf, Franklin or Wakulla County residents, which means the 96.4% 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 (8%), North Carolina (8%) and Ohio (7%). For a detailed breakdown of the remaining states, please refer to the chart on the preceding page:



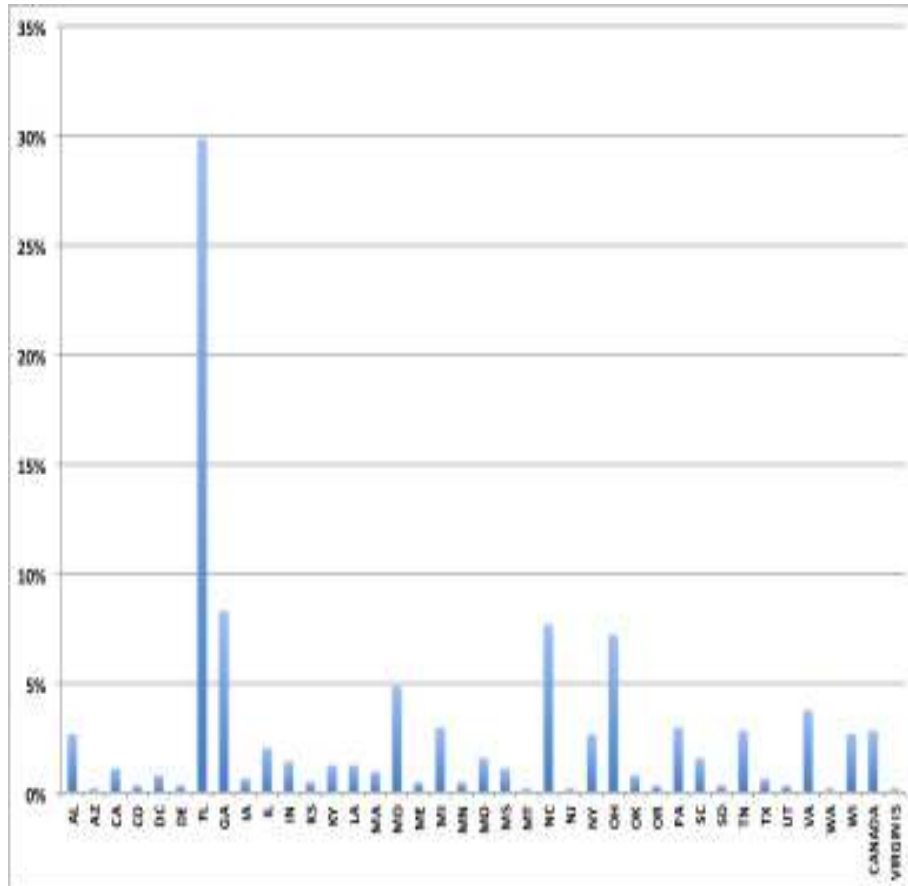




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For a US regional outlook on participant percentages (“Other” referring to non US), please refer to the following chart:

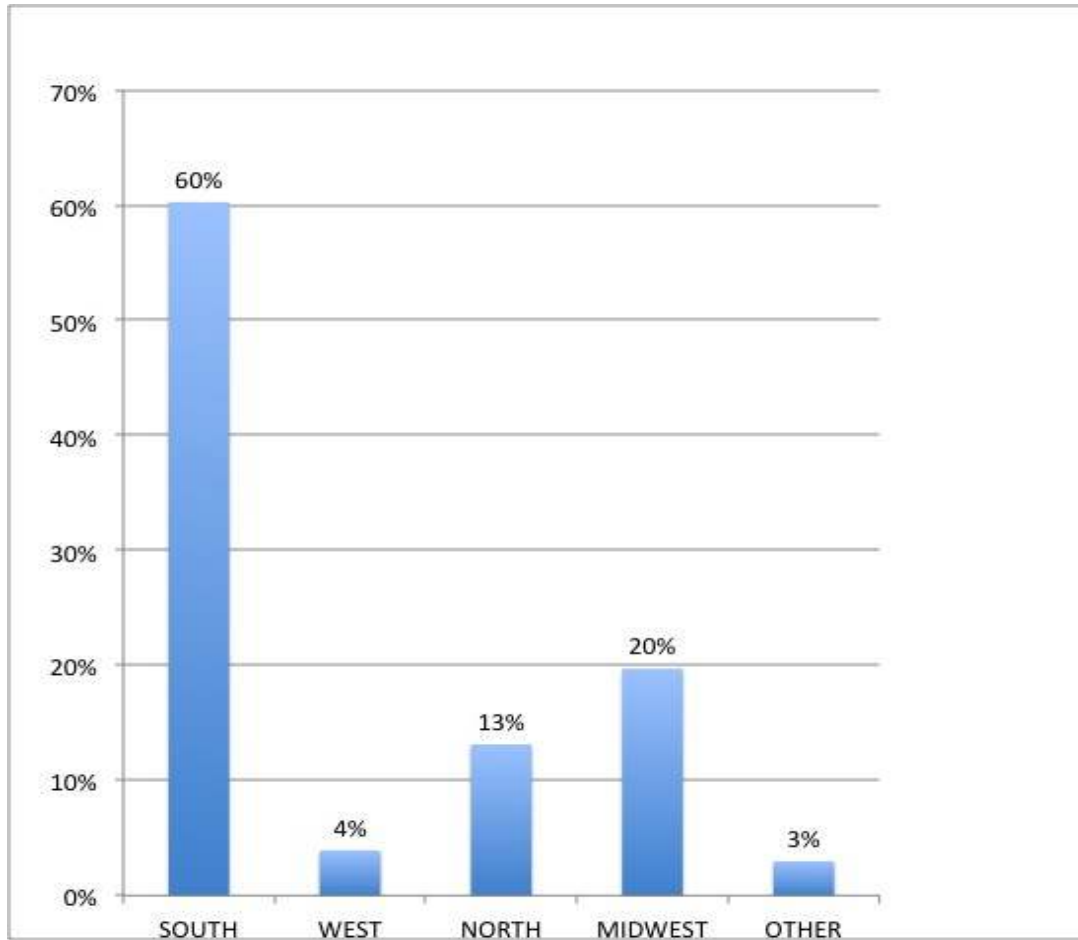




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**Please contact Bike Florida staff with any questions at  
(352) 224-8601 or [info@bikeflorida.org](mailto:info@bikeflorida.org)**

