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BIKE FLORIDA INC. &
SHARE THE ROAD CAMPAIGN

Bike Florida **2010 Economic Impact Report**





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I. Introduction to Bike Florida

Bike Florida is a non-profit organization that has been benefitting its host communities since 1993. Every year, Bike Florida hosts a weeklong bicycle camping adventure tour. The route varies, linking small towns with natural and historic landmarks along scenic country roads. The event is fully-supported with assistance from local law enforcement agencies and safety signage, alerting motorists to “SHARE THE ROAD” with up to 1000 cyclists on this weeklong adventure. Our mission is to promote bicycle safety in the state of Florida. In addition to our annual event, our partnerships and programs help us work towards meeting this mission.

II. Partnerships

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 bicycle safety.

As mentioned above, Bike Florida’s major mission is to promote safe cycling in Florida.

The Florida Bicycle Association (FBA) aims to inspire and support people and communities to enjoy greater freedom and well-being through bicycling.

The mission of the Florida Traffic and Bicycle Safety Education Program (FTBSEP) is to reduce the number and severity of injuries and deaths to children from bicycle and pedestrian crashes by training them with the knowledge and skills needed to be competent and safe in traffic.

These three organizations work together as a team to meet the missions of each.

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.”





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Bike Florida was established in 1993 as a fundraising event/organization to supplement the FTBSEP, housed at the University of Florida. Funds initially came primarily from the annual spring event. This event is a weeklong bicycle camping adventure tour that hosts up to 1000 cyclists, contracting with schools, community colleges, fairgrounds, and parks in northeast and central Florida as sites to connect 40-60 miles of daily cycling routes.

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. Dan Connaughton, program director, works with Hope on trainings, as well as other duties to promote the mission. Bike Florida provides the use of the Ford Van, 11 Gary Fisher hybrid training bicycles, various training equipment, 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 also supports the FTBSEP 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 among the two organizations, with 25% separated out for a budget to continue to market the plate. Each of the organizations use the proceeds to support programs promoting the bicycle safety. A program narrative report is given each year to the DHSV.

The St. John's River to Sea Loop is a new project being developed to help support bicycle safety programs. Bike Florida hosts luxury fall tours on this loop. Applications are presently being made to fund the planning and construction of the entire loop trail by the year 2013, in time for celebrations of Spain in Florida. Bike Florida will be riding this loop as its route for the 2013 spring tour.





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In recent years, Bike Florida developed a “Spinning the Trails” DVD series. The purpose of the series is to explore various trails, from the cyclist’s point of view, in Florida’s ever expanding network of trails. We plan to market these DVDs to fitness centers, orthopedic clinics, high school fitness classes, and other individuals on a stationary bike to provide them with a “virtual experience” on the Florida trails. The series will also serve as a means to introduce potential cyclists to the beauty of the trails around them. It is also a great way to encourage people to “go green” as they make use of these trails.

We aim to create sustainable programs that will provide another revenue source to develop new programs that support our mission.

IV. Economic Impact

We’d like to share with you how the programs economically benefit the communities that we visit.

One of Bike Florida’s missions is to make an economic impact in the communities that we visit. The luxury Fall tours consistently follow the same route, the St. John’s River to Sea loop. This loop visits St. Augustine, Flagler Beach, New Smyrna Beach, DeLand, Crescent City, Palatka, and then back to St. Augustine. Though the Fall tours travel in smaller groups, they do so more frequently. In 2010-2011, Bike Florida has prepared a tour each month from October through February. While our riders are there, we encourage them to sight see and take advantage of what each community has to offer. The route for our annual Spring tour changes from year to year and hosts up to 1000 cyclists, which we hope to exceed in the near future. Just as we do for each Fall tour, we encourage our cyclists to enjoy the communities as we visit them. During the Fall tours, the entire group stays in local hotels. For the Spring tours, we contract with hotels in the area for a group rate and our riders have the option of booking one of those hotels or camping at the venue we rent out. According to our survey from the Spring 2010 tour, approximately 36% took advantage of hotel accommodations. Nearly 95% spent money at local restaurants, bars, and lounges, while about 66% visited grocery and convenience stores. Other purchases include clothing (55%); personal items like toothpaste, postcards, and so on (69%); gifts and souvenirs (66%); and other miscellaneous expenses (42%).





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With the support of Bike Florida, the Florida Traffic and Bicycle Safety Program provides a network of regional trainers to provide trainings for teachers, citizens, enforcement agencies and students. These training sessions are provided free of charge, as Bike Florida covers all expenses. The recipients of this education can then pass on their knowledge to help make the community a safer place for both cyclists and motorists.

V. Bike Florida 2010 Demographics

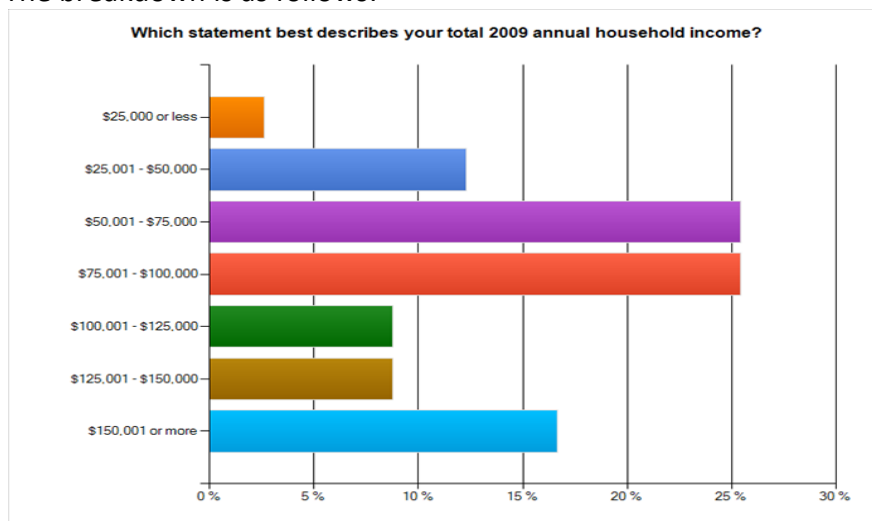
Age and Gender

This year, there were significantly more males on the ride. Specifically, 63% of the riders were male and 37% were female.

The average age of Bike Florida 2010 was 60.67213 years old. Based on this information, the majority of our riders are retired.

Household Income

Bike Florida 2010 participants provided information regarding their household income for 2009. The breakdown is as follows:





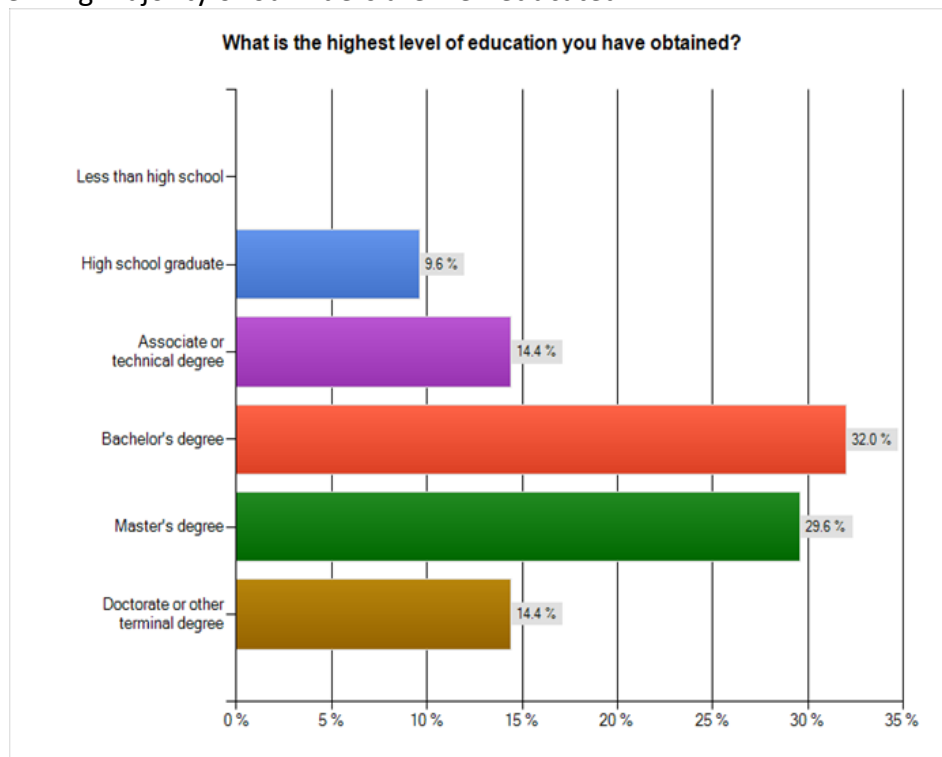
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As you can see in the above statistics, most riders have a household income between \$50,000 and \$100,000. The next largest percentage of riders makes over \$150,000. Based on these statistics, our tours bring middle to upper class Americans to the areas we visit. These riders have more discretionary income than the average person, which allows them to spend more on leisure items in the communities that we visit.

Education

All of our riders at least completed high school. Only 9.6% only have a high school diploma. 14.4% have an associate's or technical degree, while the majority of riders, 32%, have a Bachelor's degree. Nearly as many riders, 29.6%, have a Master's degree. 14.4% received a Doctorate or other terminal degree. Based on this information, an overwhelming majority of our riders are well-educated.



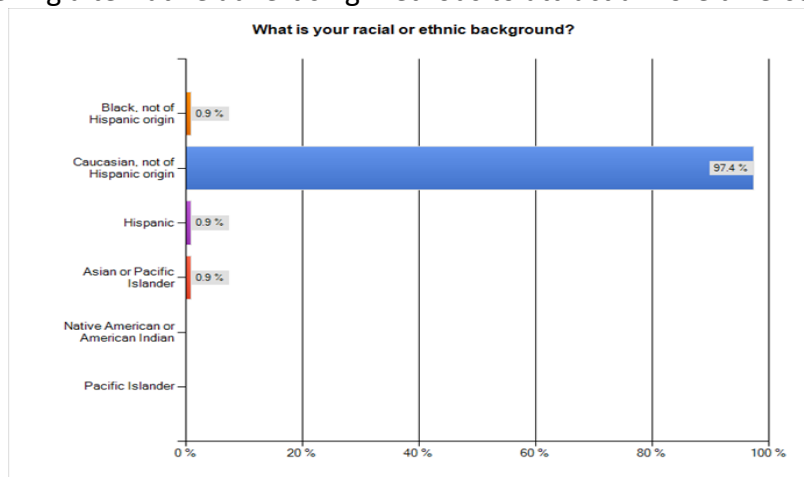


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Racial and Ethnic Background

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



State of Residence

A quarter of our riders come from Florida, which makes sense for convenience of travel. The next largest group (10.5%) comes from Maryland. Georgia trails closely behind with 8.9%, followed by Michigan at 7.3%, then Ohio and North Carolina tie at 6.5%. These are the most significant proportions, but surprisingly have no specific geographic pattern. Because of the recent harsh winter, Bike Florida attempted to recruit from the north, but still focused advertising on the southeast. Aside from Florida and Georgia, there was not a significant response. Bike Florida will put more attention into advertising in the north for future tours. Please see the chart below for the remaining residence percentages.

According to all registrations, only 2.26% of registered riders came from Volusia County.





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