Trail Towns: Making Bicycling an Economic Driver for your Community

Phil Sarnoff – Bike Utah
Tara McKee – Utah Office of Outdoor Recreation
Bike Utah

- 501(c)(3) nonprofit organization
- Making Utah a better place to ride
- All areas of bicycling
  - Transportation bicyclists
  - Recreational road bicycling
  - Mountain biking
- Encourage more people to ride bicycles
- Make conditions better for people who ride
Utah Office of Outdoor Recreation

Mission

*Ensure Utahns live a healthy and active lifestyle through outdoor recreation.*

Customers:

- Utahns
- Communities
- Tourists
- Outdoor Industry
- Land Managers

Our Initiatives
• Overview of bicycle tourism
• Case studies of bicycling as a mechanism for economic development
• Resources to advance bicycle tourism in Utah
Types of Bicycle Tourists

• Bicycle Touring
  – Point to point, self-supported on roads
• Mountain Biking
  – Basecamp, ride at a variety of areas
• Road Biking
  – Basecamp, ride numerous day loops
• Bikepacking
  – Point to point, self-supported on trails & unpaved roads
• Recreational Bicycling
  – Basecamp, riding to get to and from different attractions
Bicycle Tourism and Economic Development

200 miles by car...

- Gas
- Lunch
- Accommodations
Bicycle Tourism and Economic Development

200 miles by bicycle...

Day 1  Day 2  Day 3  Day 4
Bicycle Tourism Works

• Bicycle tourists spend money (sometimes more than vehicle tourists)
  – Michigan: $71/day
  – New York: $531/visit
  – Pennsylvania & Maryland: $114/day
  – Quebec - $214/day (6% more than other tourists)
  – Montana: $75/day (Car tourists - $69/day)
Case Studies
Twin Bridges, Montana
Population: 381
Twin Bridges, Montana

- 2009
- Built a $9,000 structure (showers, screened-in area, sink, grill, space for tents)
- First year
  - 300 bicyclists
  - Donations covered the cost of the building
- Began selling bicycle parts
- Laundromat and grocery store more widely utilized
“Cyclists grab vegetables and drinks, supplies to cook their meals, those little wine packets. They’ll come back two or three times. If it’s a group, they might spend a couple hundred dollars over a day or two.”

- Roger Hutchinson
  Owner, Main Street Market
How Bike Touring Saved This Small Town

One of cycling’s best examples of "if you build it, they will come"

FEBRUARY 8, 2016  BY CAITLIN GIDDINGS
Fruita, Colorado
Mountain biking
• $1.5 million a year into the local economy.
• Sales tax revenue has increased 51% in the last 5 years
• 80% increase in sales tax revenue from restaurants
(Outdoor Industry Foundation, from Bureau of Land Management North Fruita Desert Management Plan)
Banks, Oregon
Population: 1,860
Banks, Oregon

- Banks-Vernona Trail – 21 miles
- Salmonberry Trail – 86 miles
- Council Creek Regional Trail – 15 miles
- Crown Zellerbach Trail – 23 miles
- Yamhelas ‘Westsider’ Trail – 17 miles
“Every time we have a nice weekend, I’m setting sales records. It’s really helped me and other businesses here a lot”

-Lisa Pelletier
Owner, Trailhead Cafe
Banks, Oregon

• Banks-Vernona Trail – 100,000 visitors annually
• Local restaurant rebranded “Trailhead Café”
• Bicycle Shop opened due to demand
Resources to Help Communities Develop Bicycling
1,000 Miles Campaign

• Partnership with the Governor’s Office
• 1,000 miles of new, family-friendly bicycle lanes paths and trails
• Help communities get infrastructure on the ground
Created to help build tourism in communities with the construction and expansion of outdoor recreation amenities.
Funded outdoor recreation projects 2015-2018

https://utah.maps.arcgis.com/apps/MapSeries/index.html?appid=d3cff5aa132946b18f2534f8aff7b48
2019 Application Cycle

**Purpose:** Support Utah residents, tourists, and the economy through enhancement of recreational opportunities and amenities in Utah’s communities

**Eligibility:**
- Non-profits, local or tribal governments.
- Must be available for public use
- 50/50 Match

**Grant Size:** From $10,000 up to $150,000

**2019 Submission Period:** Jan. 10 - Feb. 28

More information at business.utah.gov/uorg
2018 Facts:

$4,282,700 was awarded for 58 outdoor recreation projects.

65% of the projects will be built in rural counties.

21/29 Counties received funding for 1 or more projects.

To support 19 types of outdoor recreation activities.

Economic Development Needs for UORG Projects:
- Increase tourism in area
- Attract or host events
- Increase spending in area
- Community improvement
- Other

To build 92 miles of new Trail.