

Background



- Swimming
- Running
- Triathlon
- Ironman
- Adventure Racing
- Ultra Running
- Coaching
- Event Production
- Ironman
- Centurion Cycling
- Fire Road & Others

Economic Impact



- Ironman CDA – 2005 – U of Gonzaga – \$9.2-million
- State of Wisconsin – 2010 – Cycling Generates \$1.5 Billion
- Study Was First of Its Kind
- UW-Madison Nelson Institute for Environmental Studies
- Found that:
 - 49% of WI residents cycle (2006)
 - Cycling recreation supports \$924 million in tourism (\$533 million in direct impact occurring annually – travel, equip, & restaurant)
 - Cyclist from outside of WI spend over \$535 million/year
 - Increasing nonresident cycling by 20% has potential to increase economic activity by more than \$107 million and create 1528 full-time equivalent jobs (retail, lodging & food service)
 - If Milwaukee & Madison residents replaced even 20% of their short car trips with cycling, the result would be a substantial reduction in health problems and the corresponding costs.

Provide Opportunities



- Be Inclusionary
- Infrastructure
 - Bike Lanes
 - Bike Trails
 - Open Space
- Events
 - Plenty of hard core but what about beginner?
 - Leadville & qualifiers as an example (5k, 10k, Mar.)
 - Education @ grassroots level (shops, clubs, etc.)

Observations

- Influence of Mass Participation Marathons
- Influence of Road Racing
- Demographic Shift – Aging Athletic Population
 - Non-impact & off road activities
 - Tri → Road/Mtn. Cycling
 - Run → Road/Mtn.
- Resurgence of Mountain Biking
 - 6, 12, & 24-hour events
 - Sea Otter & Festival Style Events
 - Fire Road



Observations (continued)

- Start Up Events & Communities
 - Partnership
 - Long term commitment
- Cost/Benefit
 - Not just immediate but long term
 - Negative impact vs. mitigation efforts
- Seeing both sides
- Communicating & providing solutions
- Educating your consumer
- Educating your community