Building Support with and Unlikely Allies.
Adventure Cycling inspires, empowers, and connects people to travel by bicycle.
52,000 members globally

- Route network: Maps & App
- *Adventure Cyclist* magazine
- Over 100 organized tours
- Gear & How-to resources
- Official Bike Routes
- Train & Airplane Access
- National Parks & State Parks
- Road Safety

43 staff and hundreds of volunteers
48,608 miles!
Getting People on Bikes
Tours & Experience Program
• *Over 100 tours across North America*

Engaging New People
Free volunteer led 1-2 day events:
• Bike Travel Weekend: 1*st* weekend June
• Bike Your Park Day: Last Saturday Sept.

Building Future Leaders
• Scholarship Program
• Leadership Training
• Intro to Bikepacking or Road Cycling
Advocacy
Currently: almost 22,500 km in 26 states
Wisconsin: $924 million
Oregon: $400 million
Arizona: $88 million
Washington: $3.1 billion
FINDING
Public/Private
ALLIES
1. Partnered to build a world class mountain bike park and held 2018 World Summit
2. Razorback Greenway: 36-mile trail connects six cities and the mountain bike park
4. Build alliances with public officials in transportation and parks and launched a Park Foundation that can financially support projects across the state.

5. Convinced elected officials that biking and outdoor recreation were sound investments.
5. Local tourism organization launches **Bike Bentonville**
   - Business education on bike friendliness,
   - Funds amenity services like shuttles and maps,
   - Attracts cyclists from all over the world
6. Arkansas State Parks Foundation: $100,000 Grant to fund Adventure Cycling’s Arkansas High Country Route

7. Launched race on the epic 1,100-mile route in June 2019.
Take Away #1: Have a Vision
#2: Who Are Your Allies?
• Elected Officials
• Funders
• Tourism
• Transportation
• Business Sector
• Media
#3: Deliver the Data

U.S. Government Study:
Outdoor Recreation:
$374 Billion GNP (329 Bill Euro)

-- More then the oil and gas industry

-- More then agriculture economy
US Bike Tourism Generates $83 Billion annually (73 Euro) (Outdoor Industry Association)

Touring cyclists spend 40% more than other types of tourists (Institute for Tourism & Recreation Research, University of Montana)
#4: Spin the Benefits

- Millennials
- Early Retirees with nest eggs
- Teleworkers

= connected communities, outdoor recreation access

Attracting & retaining a vibrant, healthy, well educated workforce
Recreation Counties Have Higher Net Migration Rates Since 2010

In non-metro areas, recreation counties are growing while non-recreation counties are losing residents on average.

<table>
<thead>
<tr>
<th>Rural</th>
<th>Recreation</th>
<th>Non-Recreation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.6%</td>
<td>-20.0%</td>
</tr>
</tbody>
</table>

Micropolitan

<table>
<thead>
<tr>
<th>Recreation</th>
<th>Non-Recreation</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.6%</td>
<td>-15.6%</td>
</tr>
</tbody>
</table>

In metro areas, recreation counties are gaining residents and non-recreation counties are losing residents.

<table>
<thead>
<tr>
<th>Metropolitan</th>
<th>Recreation</th>
<th>Non-Recreation</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.5%</td>
<td></td>
<td></td>
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</tbody>
</table>

Recreation Counties Have Faster Growth in Earnings per Job Since 2010

In non-metro areas, recreation counties are experiencing faster growth in earnings per job on average.

<table>
<thead>
<tr>
<th>Rural</th>
<th>Recreation</th>
<th>Non-Recreation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.7%</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

Micropolitan

<table>
<thead>
<tr>
<th>Recreation</th>
<th>Non-Recreation</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

In metro areas, there is not a meaningful difference in growth of average earnings between recreation and non-recreation counties.

<table>
<thead>
<tr>
<th>Metropolitan</th>
<th>Recreation</th>
<th>Non-Recreation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.6%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Not losing residents
- Growing incomes
#6: Tell Meaningful Success Stories

Le Route Verte by Velo Quebec in Canada
#7: Hold Epic Events
Connect with us!

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