ECWRPC Mini Conference

Economic Benefits of Bicycling in Rural Communities
Tracy Flucke

- Vice President – WE BIKE, etc., LLC
- 30 years municipal gov. experience
- Avid bicyclist - recreational, road tandem
WE BIKED Across America
2014 Bellingham, WA to Bar Harbor, ME
4,352 miles ... 72 days
2015 Green Bay, WI to New Orleans, LA
3,052 miles ... 50 days

WE BIKE, etc.
Consulting in the areas of Engineering, Education and Enforcement

www.webike.org
WE BIKE Across Wisconsin 2015
Fox Wisconsin Heritage Parkway
Green Bay - Prairie du Chien - Green Bay
600 miles - 10 days

www.webike.org
Benefits of Bicycling

1) Health
2) Transportation
3) Environmental
4) Transportation Choices
5) Efficiency
6) Quality of Life
7) Economic Benefits
Economic Impact of Bicycling in the State of Wisconsin

1) $1.5 billion annually (both bicycle industry and tourism)

2) $535 million annually from out-of-state visitors (bicyclists)

3) Single day bicyclists spend an average of $28.00 a day

4) Multi-day bicyclists spend an average of $75.00 a day
How can rural communities get a share of the economic development benefit?
Rural Communities Can:

1) Provide bicycle access to their community; on road, trails, etc.
2) Place signage that welcomes and directs bicyclists
3) Have services available – water, restrooms, convenience stores, restaurants, grocery, etc.
4) Offer places to stay in community, public and private spaces
Success Stories

1) Erie Canal - Canalway Trail – Upstate New York

2) Bicycle Loops - Columbia County, Wisconsin

3) Bill White Bike Camp – Twin Bridges, Montana
Erie Canal – Canalway Trail
Erie Canal - Economic Impact

1) $253 million generated in sales annually

2) $55 million spent annually, from visitors outside the 35 county service area (only 3%)

3) $26 average per person per visit

4) $531 average per person per visit with at least one overnight stay
Brockport, NY

Hikers! Bikers! Walkers!
Visit Brockport’s Canalside
Welcome Center
(Between Main Street and Park Avenue)
Restroom
Shower
Air-Conditioned Lounge
Water Fountain
Wi-fi, TV, CD/DVD
Bikes for Lending

Open 10am to 8pm every day May 1-Oct. 15
Columbia County - Bicycle Loops
Other Bicycle Camps
So how are you going to get your piece of the pie?
Contact Information

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