

Reply To Request For Proposal

City of Victoria Bike Tour

Location: Victoria, Minnesota;
Lake Minnetonka LRT Regional Trail

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Overview

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The Opportunity

- **The Opportunity: promote sustainable transportation, display the nature based attractions available in the City of Victoria, and support the local businesses**
- The Minnetonka LRT Regional Trail
- Minnesota Landscape Arboretum, Carver Park Reserve, Stieger Lake, and the Lowry Nature Center.
- Small businesses in downtown Victoria



<http://minnesota.cbslocal.com/tag/enki-brewing/>



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Goals, Objectives, and Strategies

- **The Goal:** Promote sustainable tourism and support local business in Victoria.
- **The Objective:** Draw 3,000 frequent or occasional road cyclist visitors to Victoria through a bike tour in 2017.
- **Strategies to meet this objective include:**
 - Provide high level- plan for one bike tour event;
 - Collaborate with local businesses
 - Collaborate with biking clubs/organizations;



Plan Description Overview

- Assist the City of Victoria in the planning & marketing of one event.
- Modeled after the St. Paul Classic Bike tour
- Bikers will pay a small ride fee to participate.
- Partner with local businesses to offer incentives to bicyclists.



Target Market: Who, Why, and How?

Who?

- “Frequent & occasional” Twin Cities road cyclist community (Tourist: anyone from outside Victoria)
- Both adults and families
- Middle class citizens earning \$50,000 a year and more.



Why?

- Biking very common in the metro area:
 - 40 mile radius: 390K people participated in biking (ESRI, 2015)
 - Minneapolis only US city on the worldwide bike-friendly list (Golden, 2015).

How?

- Market on City of Victoria Events page, Go Carver Go (a biking community oriented page for Carver County), Twitter and Facebook, & biking websites.



Impacts and Sustainability

Social:

- Health
- National Citizen Survey

Environmental:

- Emissions: 21 g/km vs 271 g/km
- Wildlife
- Litter

Economic:

- 3,000 visitors; anticipated spending impact: \$27K (Estimated 3,000 visitors*\$9/bicyclist (Venegas, 2009)).
- 3,000 visitors; rider fee impact: \$60K (Estimated 3,000 visitors*\$20/bicyclist).
- Total direct economic impact (spending impact+rider fees impact): \$87K



Management Plan

- Partnership
 - Local businesses
 - Community
 - Biking clubs/organizations
- Medical triage tent
- Safety/traffic control
- Compostable, recycling, & trash receptacles
- Entertainment



Budget Plan

- Personnel: \$3,576
- Incentives: \$2,700
- Entertainment: \$1,150
- Trash and recycling: \$0
- Miscellaneous: \$1,500

TOTAL: \$8,926



Challenges

- Distance from Minneapolis to Victoria is roughly 26.8 miles
- Business cooperation
- Increase in bicycle tourism desirable for citizens of Victoria?



Summary

- Goal:** to promote sustainable tourism & support local businesses in Victoria
- How:** provide high level plan for one bike tour event
- Target Market:** Frequent & occasional road cyclist community in the the Twin Cities metro area
- Getting the word out there;** update Victoria events page, social media, partnering with biking clubs & organizations
- Impacts:** positive health impact, less car emissions, estimated 3,000 more visitors



Questions?



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