

# Benefits

## Economic development

### Bicycling creates economic growth

- **\$133 billion annual contribution to the U.S. economy\***
- **Supports nearly 1.1 million jobs across the U.S.\***
- **Generates \$17.7 billion in annual federal and state tax revenue\***
- **Produces \$53.1 billion annually in retail sales and services\***
- **\$6.2 billion in bicycling gear sales and services**
- **\$46.9 billion in bicycling trip-related expenditures**
- **Provides sustainable growth in rural communities\***

*\*The active outdoor recreation economy, Outdoor Industry Foundation*

Mission: To “inspire and grow future generations of outdoor enthusiasts”

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HEADLINES from The Jacksonville Economic Development Commission, July, 2009 newsletter

The **U.S. Census 2010** is opening two temporary offices in Jacksonville this fall, creating 3,100 new, part-time jobs. The offices will operate up to one year. More than \$300 billion in federal money is awarded throughout the country based on census data. For more information visit <http://www.census.gov/roatl/www/emply.html>.

**Bike Florida** is now offering seasonal tours to explore the St. Johns River to the Sea Loop. The 260 mile loop crosses through 5 counties and offers experiences including “caboose” museums, the oldest settlement in Florida, beaches, lighthouses, quaint downtowns, award winning parks, and some of Florida’s most beautiful trails. Join Bike Florida for the next tour which takes place **October 10-17, 2009**. Be part of reviving small town economies and growing Florida’s green economy as you join others on this journey. For more details visit <http://www.bikeflorida.org/> and click on “St. Johns River-to-Sea Loop”.

**Boeing** is moving its F-18 repair operations from **Mesa, AZ to Cecil Commerce Center** over the next year. The move will create 60 jobs in Jacksonville - with 40 to be hired locally- with an average annual wage of approximately \$60,000. The company will invest approximately \$4 million in tenant improvements and equipment. The JEDC has approved a five-year lease of a city-owned building at Cecil Commerce Center with two additional five-year options. Over a 15-year period, the lease will generate about \$2.3 million for the city.

# Benefits

Economic development

TOURISM:



Approaching St. Marys, GA via the Cumberland Sound Ferry (a section of the East Coast Greenway)

Why are people signing up for bike tours? Laura Hallam, Executive Director for the Florida Bicycle Association said it best: “There was a time when people would come to Florida and they really saw the real Florida. And then, people started hurrying to get to certain spots. But I think that’s what these tours offer. They take us back to where we used to be, and that is, slow down and really soak it in.”

# Benefits

Economic development  
TOURISM:



The Oregon Coast, Oregon State University

*4 days and 2 Wheels on the Oregon Coast.* On July 12, 2009, David Laskin of the New York Times reported: “in a car, you’d cover the hundred miles of the southern third of the Oregon coast in a couple of hours, and you’d think, How gorgeous! But on a bike, you don’t so much view the scenery as absorb it. With every sense and muscle, you register how the hills fold and join, how the air and the light change with distance from the sea. You notice the seed heads ripening beside the road and hear the birds cheering you on your way.”

# Benefits

Economic development

TOURISM:

The Oregon Coast tour features bed & breakfast inns, cabins, resorts, lodges and hotels. Dining establishments included a wine bar, restaurants, bistros, cafés and lounges. The towns of Coos Bay, Bandon, Port Orford, Gold Beach and Brookings were promoted. Oceanside parks, beaches, gardens, galleries, museums and a lighthouse were all enjoyed.

# Benefits

## Economic development TOURISM:

Shirley Chalupa, owner of the Lighthouse Bed & Breakfast in Bandon, says:

- 10-20% of her guests are bicycle tourists and that bike related business is definitely growing. Cyclists “don’t sit on the sofa nibbling candy; they are fitness experts.”
- Shirley just hosted two physicians riding from Astoria to San Francisco on their honeymoon. “These people are very educated and they stay in the best places having nice dinners.”
- Some people bring their motor homes, bikes and golf clubs to the Bandon Dunes Golf Resort. After arriving, they spend their trip golfing *and* biking.
- David Laskin adds that some visitors use the Curry Public Transit service which transports cyclists and their bikes between Brookings and Coos Bay.

# Benefits

Economic development

TOURISM:



Blue Springs State Park on the St. Johns River-to-Sea Loop

# Benefits

Economic development  
**BUSINESS DEVELOPMENT:**



Vera Katz Eastbank Esplanade, Portland, Oregon, Photo: Travel Portland

Also in Oregon, the Portland city government is cultivating small businesses that serve cyclists. Over the past 15 to 20 years, the city invested 20 to 25 million dollars in bike lanes, bike trails, lighting and navigational aids. Now city officials are taking advantage of their investment by supporting a new bike service industry.

Source: New York Times video story

# Benefits

Economic development

**BUSINESS DEVELOPMENT:**

Increased revenues are being generated

- bike sales
- bike maintenance
- frame building
- apparel manufacturing
- bikeway planning and greenway design.

# Benefits

## Economic development BUSINESS DEVELOPMENT:



The “highway”, Cumberland Sound Ferry service (part of the East Coast Greenway)

Armstrong Atlantic State University reported the following in their 2003 *Coastal Georgia Greenway Market Study and Projected Economic Impact* report: some trails in the country have seen annual growth rates from 12% in Maine to 80% in Maryland. Regarding expenditures per day by trail users, the report projected \$7 for local users, \$25 for non-local day-trip users and \$60 for non-local overnight users (all in terms of 2003 figures).

# Benefits

## Economic development BUSINESS DEVELOPMENT:

In addition to daily users of the Coastal Georgia Greenway, the CGG report identifies special cycling events in the US. Special events attract approximately 750 to 2,500 riders per event. These include:

- Ten different events in Colorado averaged 2,200 riders each.
- Two events in Michigan averaged 1,450 riders each.
- A Canton, New York event drew 1,400 riders.
- The 2003 Historic Savannah Bikefest attracted 825 riders.
- The CGG projects 1,500 riders each at two new regional bike events.

# Benefits

Economic development  
**BUSINESS DEVELOPMENT:**



Downtown St. Marys, Georgia on the Coastal Georgia Greenway

# Benefits

## Economic development BUSINESS DEVELOPMENT:

The CGG report shows the substantial nation-wide investments in bicycle and pedestrian infrastructure due to the 1991 Intermodal Surface Transportation Efficiency Act (ISTEA).

“In the twenty years prior to the passage of ISTEA, \$41 million of federal funds were programmed for cycling and pedestrian projects. The figure then sky-rocketed from \$77.7 million in FY92 to \$647.6 million in FY02 (NTEC, 2003). The aggregate amount of funding programmed for TE activities between FY92 and FY02 was approximately \$5.6 billion dollars. Of this amount, \$3.9 billion was allocated to 11,456 bike and pedestrian related projects. The share of total TE programmed funds dedicated to bicycling and pedestrian projects was 55% in FY02 and is programmed to rise to 62.7% during the FY03 to FY06 period. During this latter period, 644 cycling and pedestrian facilities are programmed to receive \$251 million while an additional 37 rail-trail projects are programmed for \$27 million. The number of rail-trail facilities has increased from 415 in 1991 to over 1,000 in 2000 covering more than 15,000 miles in every state (Rails to Trails Conservancy, 2001). An additional 1,200 projects providing 19,000 miles are currently in various stages of planning and development (Betz, Bergstrom and Bowker, 2003).”

# Benefits

Economic development

**BUSINESS DEVELOPMENT:**



Indianapolis, Indiana is one of many places that have received ISTEAFunds for Greenways. Photos: Jeff Macfarlan, ASLA

# Benefits

## Economic development JOB GROWTH:

The total construction cost for the 350-mile CGG is estimated at \$67.1 million. Total annual maintenance expenditures are estimated at \$7,500 per mile or \$2.63 million total per year. The CGG report summarizes job creation and tax revenues as follows:

- 1,070 jobs will generate \$34.4 million in labor income.
- Trail-related businesses will earn over \$103 million in revenue.
- State and local government will obtain \$2.4 million in tax revenue.
- 42 jobs and \$4 million in revenue will come from yearly maintenance expenditures.
- \$1.4 million in labor income will be generated by yearly maintenance.
- State and local government will obtain \$95,000 in tax revenue from maintenance work.
- Resurfacing expenditures (in ten years) are at estimated at \$50,000 per mile.
- Economic impact of resurfacing will equal approximately \$2 million of business revenue.

# Benefits

Economic development  
JOB GROWTH:



Trails under construction at Camp Milton Historic Preserve, Jacksonville, FL

# Benefits

## Economic development JOB GROWTH:

Regarding stimulus funds from the American Reinvestment and Recovery Act (ARRA), trail construction funding via ARRA money is a very real possibility. In Virginia alone the following trails are being funded with ARRA money\*:

- |   |             |
|---|-------------|
| • Virginia Capital Trail (part of the East Coast Greenway),   | \$8,183,835 |
| • Tobacco Heritage Trail,                                     | \$6,000,000 |
| • Roanoke River Greenway,                                     | \$2,000,000 |
| • High Bridge Trail,  | \$2,000,000 |
| • Dismal Swamp Canal Trail (part of the East Coast Greenway), | \$1,300,000 |
| • The Valley Pike Trail,                                      | \$850,000   |

\*Virginia Bicycling Federation, <http://www.vabike.org/va-bike-trails-fare-well-with-stimulus-funds/>

# Benefits

Economic development  
**IMPROVED QUALITY OF LIFE:**



The S-Line Urban Greenway, Jacksonville, Florida

City planners are using an emerging strategy called Trail-Oriented Development (TrOD). As explained by the Rails-to-Trails Conservancy, TrOD revitalizes underutilized corridors by using them for new multi-use trails.

# Benefits

Economic development  
IMPROVED QUALITY OF LIFE:



The S-Line Urban Greenway, Jacksonville, Florida

Trails are linked to surrounding neighborhoods and the resulting cross-traffic creates new opportunities for mixed-use development. Zoning and land-use plans are also used to encourage stronger neighborhood development.

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Economic development  
**IMPROVED QUALITY OF LIFE:**



The SNF-WOW at Ribault Clubhouse, Fort George Island, Jacksonville, Florida

In 2003, real estate in Marion County Indiana was studied and trails were credited for increasing property values by \$140 million. A new trail corridor in Austin Texas raised land values and generated \$13.64 million in new property tax revenues. In 2006, the Dallas Morning News reported a 25% premium on land abutting the Katy Trail. And in Apex, North Carolina, Shepherd's Vineyard attached a \$5,000 premium to 40 homes that are on a regional greenway\*.

\*Rails-to-Trails Conservancy, *From Trail Towns to TrOD*, August 2007

# Benefits

Interstate partnerships

