

Town of Blowing Rock

Request for Council Action

FROM: Tracy Brown, Tourism Development Authority
SUBJECT: 2019 Cycle NC- Mountains to Coast Ride, Start/Host Town Request
TO: Mayor and Council
DATE: November 27, 2018
REQUESTED BY: Tracy Brown, Blowing Rock Tourism Development

Public Hearing Yes No Not required NA
Properly Advertised Yes No Not required NA

BACKGROUND:

Cycle NC Mountains to Coast Ride is a week long bicycle tour that starts in the mountains of NC and crosses the state and finishes on the coast. The event is scheduled for September 28th-October 5th, 2019. In Blowing Rock, Riders would begin arriving on Friday, Sept 27th and be completely out of town by 10am on Sunday, September 30th.

Blowing Rock was a Start or Host Town in 2009 and the event was deemed very successful by organizers, attendees and Blowing Rock businesses. In fact, because of the hospitality shown here, Cycle NC has requested that the start be held in Blowing Rock several times since but schedules would not allow. 2019 has no scheduling conflicts.

The ride will allow Blowing Rock to showcase the Town to a well-heeled, active and affluent visitor. Riders typically come from more than 35 states and three countries. The average age of the participant is 60 years old and has an average annual income of \$100,000+. Organizers are anticipating 1,100 participants but expect closer to 900 actual riders.

We have discussed the ride and event in detail with Blowing Rock Police, Fire, Parks and Recreation and The Blowing Rock Chamber of Commerce. All are in agreement that we can and should host this event.

Any extra expense incurred by the town (police, fire, parks & rec) can be offset or reimbursed by the TDA. Both Police and Fire say they are able to offer off duty personnel and can bill the TDA directly in the same manner as The Blowing Rock Charity Horse Show.

ATTACHMENTS:

- Letter of request and detailed information from NC Amateur Sports/Cycle NC
- 2018 Mountains to Coast Ride recap

- Letter of support from Blowing Rock Chamber of Commerce
- Endorsement letter from Visit NC (NC Division of Tourism)

STAFF RECOMMENDATION:



NORTH CAROLINA AMATEUR SPORTS

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Brad Bostic, Chair
Wells Fargo

Beth Briggs
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Pyramid Resource Group

Aaron Osborne
Coca-Cola Consolidated

Eric Quimby
BlueCross BlueShield of NC

Chrystal Rowe
NC Sports Association

Smedes York
York Properties

TO: Potential Cycle North Carolina Starting Town

FROM: Chip Hofler, Vice President

DATE: November 27, 2018

North Carolina Amateur Sports encourages your community to consider serving as an overnight town for the 2019 Cycle North Carolina "Mountains to Coast" bicycle tour. North Carolina Amateur Sports is a nonprofit charitable organization that also organizes the Cycle North Carolina Coastal and Mountain Rides and the Powerade State Games of North Carolina.

The Mountains to Coast bicycle tour is a weeklong cross state ride to be held September 28 to October 5, 2019. Cycle North Carolina is one of the most successful bicycle rides in the United States and has been voted the "**Best Biking in America**" by the League of American Bicyclists. The Cycle North Carolina "Mountains to Coast" ride is not a race, but a leisurely ride across the state making overnight stops in North Carolina communities.

The Mountains to Coast ride provides participants with just enough introduction to your community to entice them to bring their families back for a longer visit, or for a return vacation. Former communities that have served as an overnight town for the Mountains to Coast ride include Morganton, Hickory, Statesville, Mt. Airy, Reidsville, Holly Springs, Goldsboro, Whiteville, Matthews, Shelby, Concord, Clemmons, Forest City, Albemarle, Roanoke Rapids, Edenton and many more.

The economic impact that this event will bring to your community will be worth the effort. Our participants consistently occupy hotels, restaurants, shops, visitor attractions, etc. As the start town for the ride, you will see cyclists arriving as early as two days prior to the ride of the start, giving the start town more than the typical one night stay that most overnight towns will experience.

Participants of the 2018 ride ranged from 9 years old to 85 years old (Avg. age is 60 representing 36 states plus DC and three countries. The average annual income of CNC participants is typically \$100,000+. We are expecting 1,100 participants during the 2019 ride, which is currently scheduled for September 28 to October 5, 2019.

Please see the informational page for the host city requirements and the questions we ask that will help us determine if your town is the right fit.

Please contact Chip Hofler at 919-361-1133 ext.233 or 919-724-3074 (cell) if you need additional information regarding the proposal. Thanks and we look forward to your response.



406 Blackwell Street, Suite 120, Durham, NC 27701

(919) 361-1133 • (919) 361-2559 fax

E-mail: cyclenc@ncsports.org • Web site: www.ncsports.org



2019 Cycle North Carolina – Mountains to Coast Overnight Host Community Informational Sheet



Host Community Will Receive the Following Benefits:

- ❑ One night stay from 1,000+ participants.
- ❑ More than 4.6 million media/print impressions. (\$250,000 value)
- ❑ Introduction of your community to participants throughout North Carolina, the U.S. and other countries.
- ❑ Additional revenues from concessions, catering, hotel stays, dining, shopping, attraction visits, etc.

Host Site Requirements and Expectations of Host Community:

- ❑ **Campsite (Outdoor & Indoor facilities)** – Facilities should be large enough to accommodate the following: Outdoor camping with tents (approx. 200-300 tents), 2-3 shower tractor trailer trucks (see images below), water and sewer access for shower trucks, large parking lot space for bike mechanics and their support vehicles, CNC Vendors, their staff and vehicles, indoor space for 125 campers plus massage therapists and evening yoga sessions, RV's (15-20 total) and CNC support vehicles.
 - ❑ **Preferred outdoor facilities:** large park/open field area (i.e. athletic fields (football, soccer, baseball, etc)) with level grassy areas for tent camping. Enough parking for approximately 50-75 vehicles.
 - ❑ **Preferred indoor facilities:** gymnasium, community center, multi-purpose buildings, convention center rooms, school classrooms, nearby church gymnasium or fellowship hall, NC Armory, etc. to accommodate approximately 100-125 people to sleep on the floor of the facility.
 - ❑ *Facilities for indoor camping & meals (see below) should be onsite or adjacent to the outdoor camping area and offer easy access by foot from the outdoor camping area.*
 - ❑ All facilities should be provided for the event at discounted or no cost.
- ❑ **Host Town Point of Contact** - A designated person in your office or the community to serve as the point of contact. Person would serve as the Local Organizing Committee chair, assist in securing hotels room blocks, rates, volunteers, etc. as well as assist in coordinating the Local Organizing Committee meetings on a local level.
 - ❑ **Local Organizing Committee** – Committee typically includes representatives from local CVB and/or Chamber of Commerce, Tourism Development Authority, Police Departments (local, state and county), Emergency Management Departments, civic group, public works, facility contacts or community organizations.
- ❑ **Local Welcome Tent** – A Local Visitor and Welcome tent is required at the host site from 9am to 5pm. This welcome tent provides the cyclists with area information, directions (shops, restaurants, hotels, Laundromat, etc.), entertainment options, shuttle route information and just the local knowledge. This will be the participant's main source for local information and one of your best tools to get participants into town for food and shopping.
- ❑ **Evening Entertainment** – Each overnight town is responsible for providing entertainment (live music, downtown street festival, classic car shows, beverage gardens, off site tours, etc.) for the cyclists while in town.
- ❑ **Local Transportation** - *Local shuttle service must be offered by the host town to transport cyclists from the campsite to various hotels, restaurants, attractions and any off site entertainment venues.* Shuttles should run from 2pm to 9:30pm on arrival day. The number of shuttle buses (typically school buses or charter buses) will depend on length of shuttle route. This service is the main tool for getting Cycle NC participants into local businesses, hotels and restaurants to spend money and explore your community.
- ❑ **Hotel Accommodations** – 200-300 participants will need local accommodations at a discounted CNC rate in close proximity to the host site with shuttles (provided by the town) running to/from the hotels. Cycle NC requests to have three to four complimentary hotel rooms at each hotel in close proximity to the host site for the CNC Staff, VIPs or Law Enforcement
- ❑ **Volunteers** - 10-20 volunteers to assist with campsite logistics, registration, parking, traffic flow, etc. This can also be church groups, boy scouts, football teams, civic groups, etc. using this for donations for their group.
- ❑ **Law Enforcement** - Support from local, state and county law enforcement agencies to assist with security at campsite throughout the evening. Cycle NC will also need to coordinate with local law enforcement for traffic control on the route into and out of town. It is suggested that law enforcement be included in the meetings so they are up to speed with event details.
- ❑ **First Aid/EMS Coverage** – Towns to provide assistance in securing medical/first aid tent at camp. This could include a mobile hospital center, medical trainers, local ems or firemen, etc.
- ❑ **Trash Assistance from Town/facility at campsites and other related facilities.**

Questions to be answered regarding your community and area:

1. Provide as much information as possible about the outdoor facilities (including camping space, parking, proximity to indoor camping, etc.) that you are suggesting.
2. Provide as much information as possible about the indoor facilities that you are suggesting for indoor camping, catered meals, yoga and massage.
3. What organization(s) would be responsible for providing and staffing the visitor/welcome area at the host site?
4. What organizations(s) would be responsible for providing volunteers?
5. Provide information about the hotels that are near the host site and the expected room rates.
6. Provide ideas on any entertainment, local vendors, food vendors, activities and/or visitor attraction information that your community would be able to provide to the participants.
7. Provide a tentative plan of action for providing in-town shuttles.
8. Provide a list of other organized bicycle rides or events that your community has been involved with and the dates of those events.



Tentative Running Event Schedule

Revised 11/27/2018



Friday, September 27

- CNC Ride Director and Additional Staff will arrive on site to manage early arrivals.
 - Vehicles will include 31ft CNC Rider Services RV and 24ft Box truck
 - CNC Staff will most likely stay onsite in the RV
 - Depending on the location and accessibility, some CNC Vendors may start to arrive beginning around 12:00 pm and may want to begin setting up as long as it has been approved.
 - Bubba's Pampered Pedalers and Velo Sante are tent portage services that services that provide camping services such as tent setup/breakdown, luggage transport, refreshments, etc.
 - Cyclists will begin arriving in town.
 - Outdoor and indoor camping sites are open on Friday night for cyclists ideally.
 - Hotels will begin to see participant arrivals.
 - Portable restrooms should be delivered by this time.
 - Shower Trucks Arrive and set up. Access to fire hydrant and sewer drop needed at this time.
 - Local Welcome Tent available from 3pm to 7pm to provide local info to early arrivals.
-

Saturday, September 29 – Arrival Day

8:30AM – 10AM

Site Open (Signage will be needed for directions for parking, registration, meals, local welcome information, etc.)

Local Volunteer's onsite to assist with directing traffic for drop gear drop off

Shuttles available to start taking participants to week long parking

Check-in site set-up by CNC Staff (if not done Friday night)

Local welcome tent and Expo set-up by Chamber, TDA, etc. near the CNC registration/check-in area.

- Examples of expo can include DJ playing music, local businesses, artisans, outdoor retailers, breweries, wineries, etc.

Additional trash cans will be needed at campsite

Local banners and signs set-up

10AM – 5:00PM

Registration/Check-in

Volunteer groups needed to help with check-in process or serve as town ambassadors with local information and directions.

Welcome tent and expo open

- "Welcome & Information" tent staffed by volunteers.
 - ✓ One page flyer listing the shuttle stops and a brief description of the stops.
 - ✓ Local tourist information and attraction information
 - ✓ Directions to week long parking
 - ✓ Giveaways or welcome items.
 - ✓ List of hotels with directions to each.
 - ✓ List that includes local drug store, laundry mat, restaurants, bars, etc.
- Vendors/Concessions options by local group or facility?

12PM – 4PM

Buses, Luggage Trucks, and Bike Trucks arrive and begin to unload.

- Buses coming from Raleigh, NC will leave at 10:00 a.m. and will arrive approximately between 12:30 p.m. and 1:30 p.m. and will be bringing approximately 175 to 250 participants, luggage and bikes.
- Second wave of buses coming from *the beach* will depart at approximately 9:00 a.m. and will arrive approximately between 4:30 p.m. and 5:30 p.m. and will be bringing approximately 200 to 250 participants, luggage, and bikes.
- Shuttles will be needed to help cyclists get to their hotels once they are dropped off.
- Boy Scout Troops or local high school athlete's onsite to help riders with luggage
- Optional Bike Rides by local cyclists or local cycling club.

- Will need assistance from local cyclists on what route to take out of town.
- Afternoon activities and other offsite activities
- Event Vehicles arriving on Saturday will include: 4 x 15 psgr vans, 3 additional 26ft U-Haul trucks, 1 additional 16ft Box truck, and two cargo vans.

1PM – 9PM Shuttles (provided by host town) to provide CNC participants transportation into town for week long parking, hotels, etc.

5PM – 7PM CNC Pre-ordered Catered Dinner – Caterer provided by Cycle NC

- Approximately 250-300 for Dinner
- Dinner Hours 5:00 p.m. to 7:00 p.m.
- Location depends on facility options.

7PM CNC Welcome/Q&A Session

- Welcome/Q&A session for NEW riders at 7:00pm.
- Location preferably indoors
- Local welcome by Town Mayor or other officials

10PM – 6AM Quiet Hours

Sunday, September 30

6AM – 8AM CNC Pre-ordered catered Breakfast – Caterer provided by Cycle NC

- Approximately 200-275 for breakfast
- Breakfast hours 6:30 a.m. to 8:00 a.m.
- Location depends on facility options

SHUTTLES: Shuttles to run from hotels back to the school from 6:00am go 8:30am.

7:30AM – 9:00AM Routes Open to Riders

- No mass start. Riders will leave at their own pace, but they must be on the route no later than 8:30am.
- Local authorities may be asked to assist at dangerous intersections
- Route will be provided to local authorities once developed
- Will need assistance from local cyclists on what route to take out of town.
- All personal vehicles must be parked in the weeklong parking location at this time

8AM – 10AM Site breakdown and cleanup

10AM All CNC Staff and riders leave camp

OUTDOOR CAMPING FACILITIES



INDOOR CAMPING FACILITIES



CATERED MEALS



LUGGAGE and the LUGGAGE TRUCKS



SHOWER TRUCKS



CNC VENDOR AREA (Bike mechanics, local welcome tent, food vendors, CNC HQ, etc.)





PAST ENTERTAINMENT



PAST ENTERTAINMENT CONTINUED....



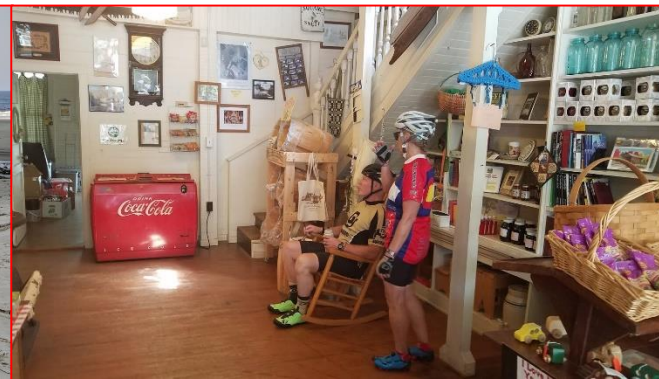
REST STOPS





CYCLE
NORTH CAROLINA

Promoting fitness and health, providing economic impact and publicity to rural communities across the state while showcasing the state's beauty, scenic attractions and cultural diversity.





2018 Cycle North Carolina By the Numbers



Coastal Ride

- ❖ April 20-22, hosted in Washington, NC
- ❖ Participation: 2,093 riders – NEW RECORD
- ❖ U.S. States Represented: 38 (plus D.C. & Canada)
- ❖ Average Age: 58
- ❖ Oldest Rider: 85
- ❖ Youngest Rider: 5
- ❖ Male/Female Ratio: 53%/47%

Mountain Ride

- ❖ August 4-5, hosted in Tryon, NC
- ❖ Participation: 322 riders
- ❖ U.S. States Represented: 14
- ❖ Average Age: 57
- ❖ Oldest Rider: 77
- ❖ Youngest Rider: 11
- ❖ Male/Female Ratio: 63%/37%



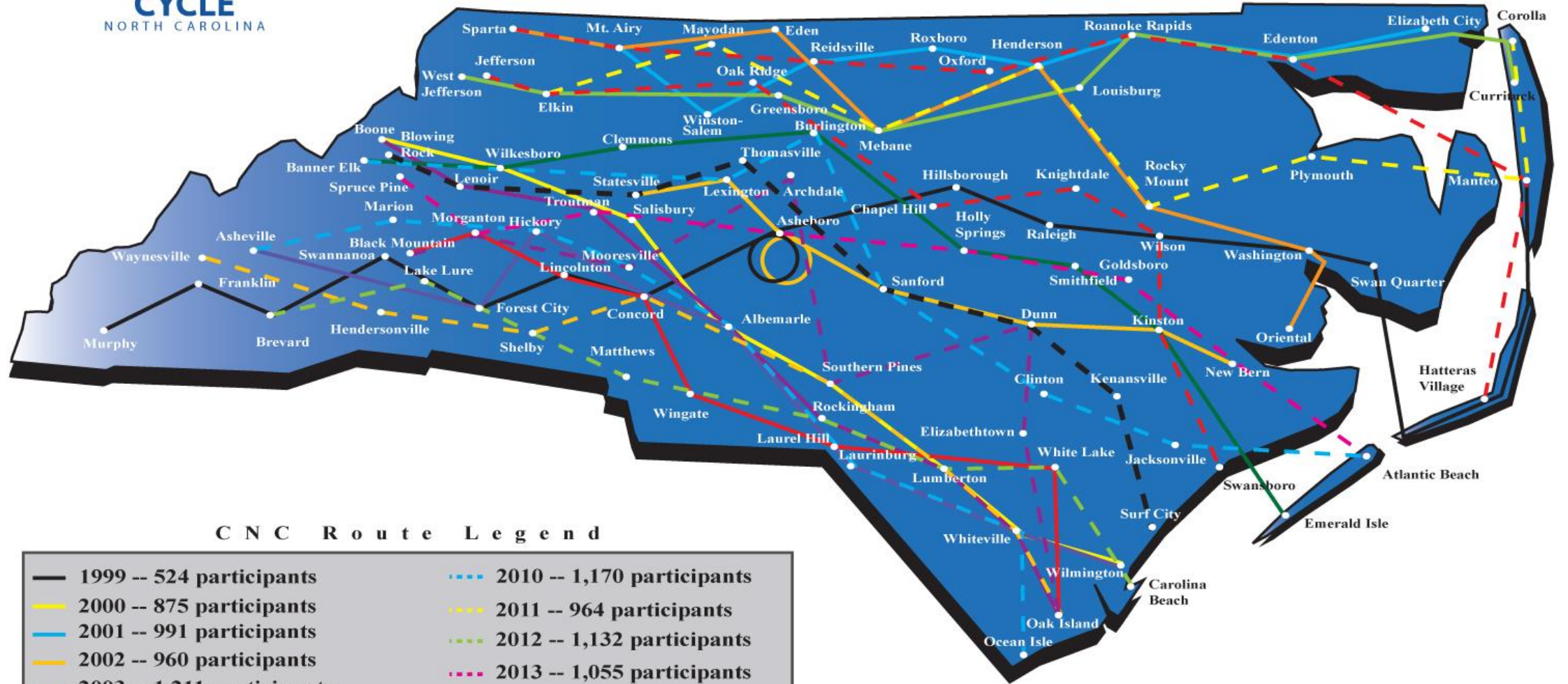
Finish Line, Oak Island, NC

Mountains to Coast Ride

- ❖ September 30 – October 7, overnight stops in Black Mountain, Morganton, Mooresville, Archdale, Southern Pines, Dunn, Elizabethtown and Oak Island
- ❖ Participation: 982 riders
- ❖ U.S. States Represented: 36 (plus D.C., Canada and England)
- ❖ Average Age: 60
- ❖ Oldest Rider: 85
- ❖ Youngest Rider: 9
- ❖ Male/Female Ratio: 71%/29%



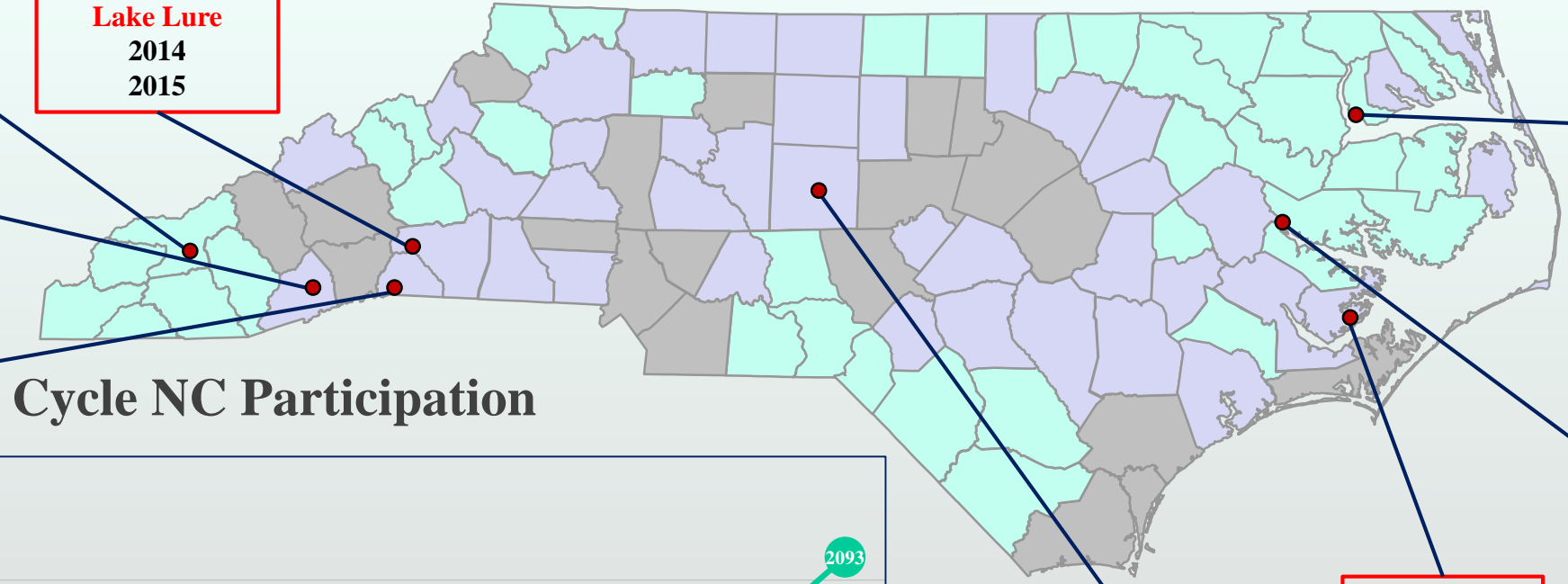
Cycle North Carolina Route History from 1999 to 2018



C N C R o u t e L e g e n d

— 1999 -- 524 participants 2010 -- 1,170 participants
— 2000 -- 875 participants 2011 -- 964 participants
— 2001 -- 991 participants 2012 -- 1,132 participants
— 2002 -- 960 participants 2013 -- 1,055 participants
— 2003 -- 1,211 participants 2014 -- 1,090 participants
— 2004 -- 912 participants 2015 -- 1,126 participants
— 2005 -- 1,095 participants 2016 -- 905 participants
— 2006 -- 996 participants 2017 -- 960 participants
— 2007 -- 1,050 participants 2018 -- 982 participants
..... 2008 -- 1,051 participants	
..... 2009 -- 1,154 participants	

Coastal Ride & Mountain Ride History



Mountain Ride
Location:
Bryson City
2017

Mountain Ride
Location:
Lake Lure
2014
2015

Coastal Ride
Location:
Edenton
2004
2007
2010
2013
2016

Mountain Ride
Location:
Brevard
2016

Mountain Ride
Location:
Tryon
2018

Coastal Ride
Location:
Washington
2005
2009
2012
2015
2018

Coastal Ride
Location:
Asheboro
2006

Coastal Ride
Location:
Oriental
2008
2011
2014
2017

Cycle NC Participation



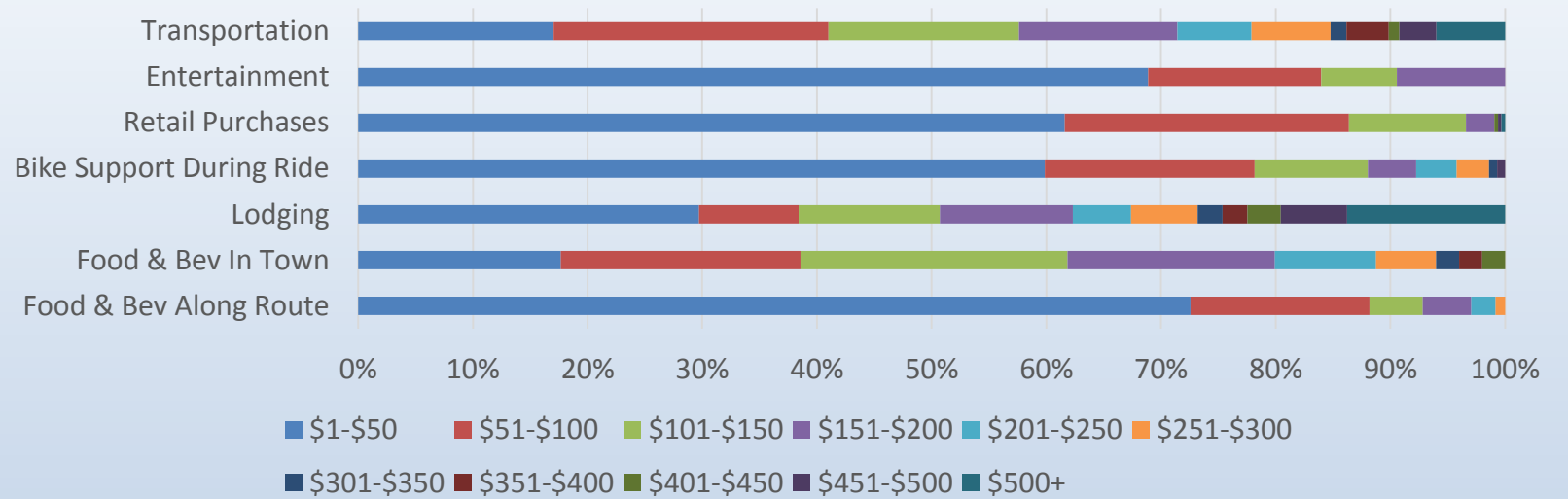
● Coastal Ride ● Mountain Ride



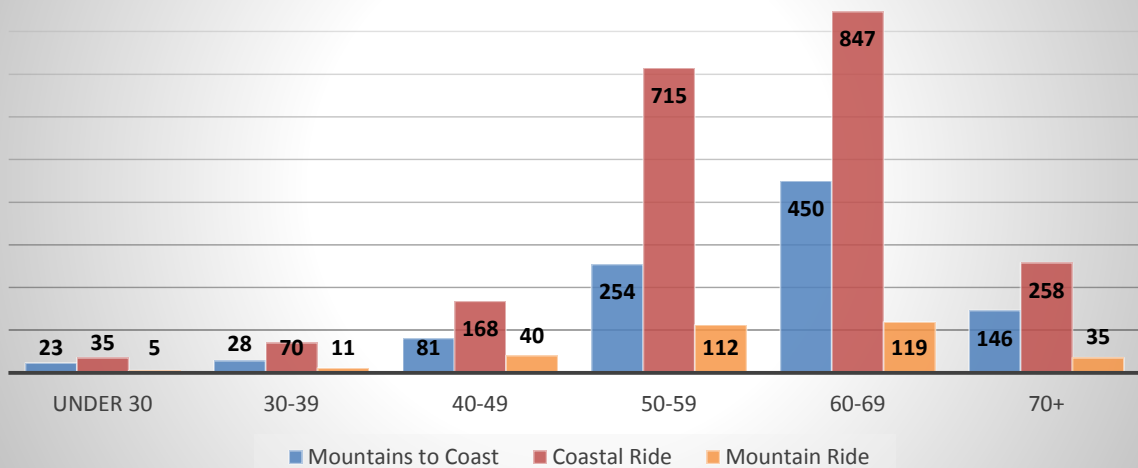
Top 12 States in Participation (other than NC)

1. Virginia
2. South Carolina
3. Florida
4. Georgia
5. Tennessee
6. Pennsylvania
7. Michigan
8. Ohio
9. Maryland
10. California
11. New York
12. Missouri

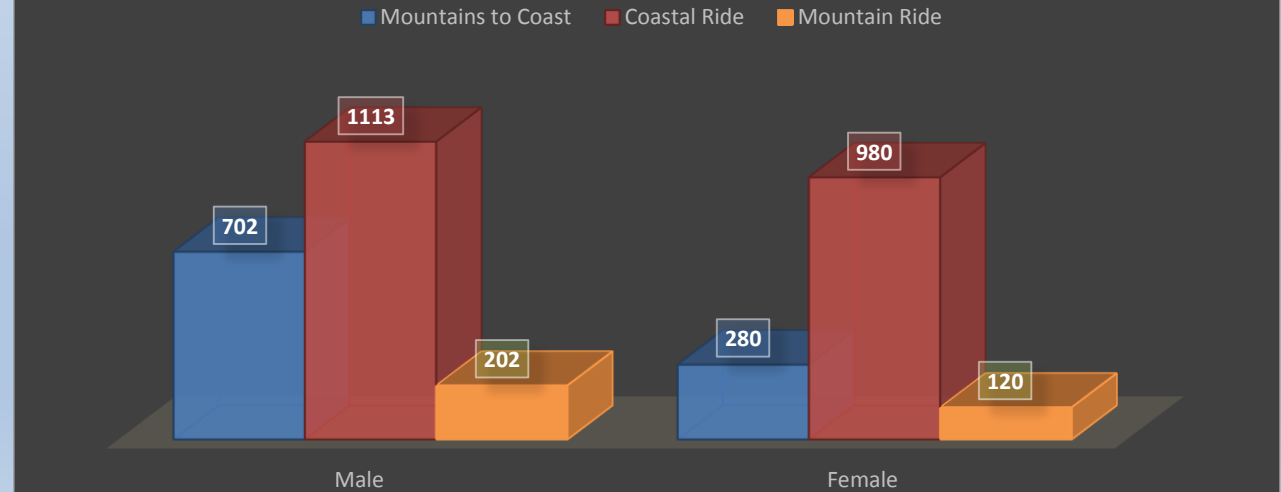
Participant Spending on Mountains to Coast



Cycle NC Participation by Age



CYCLE NC PARTICIPATION BY GENDER





What people are saying about Cycle NC



“We don’t have the hills in Florida. The mountains are gorgeous. I’ve really enjoyed the people and the music.” – First time CNC participant Chris Wohlwend

“That’s the good thing about Cycle NC. We would never see these towns if we weren’t on a bicycle because we don’t drive through here.” – Longtime CNC participant Ken Howell

“It’s been a really big day for our little town of 1,200 people. We’re just happy to be a part of it.” – Roseboro Mayor Alice Butler

“I think the participants will want to come back and want to see more. I’m just excited to be here and I hope they’ll choose us soon as an overnight stop.” – Sheila Barefoot, Sampson County CVB

“Every time we came through, they just rolled out the red carpet. It really paints a wonderful picture of the hospitality of North Carolina.” – Joe Sanders, CNC participant

“They’re all looking for menus, looking for something to eat and something to do tonight. We are really hoping this will give us a little economic boost here after a bad couple of weeks from Hurricane Florence.” – Sharon Stevens, Dunn Tourism

“The folks at the rest stops and each of the destination towns are really friendly and I just enjoy being around them. You ride this enough and eventually you’ll hit every little town or medium-sized town in the state.” – Sam Byassee, longtime Cycle NC participant

“Thanks so much for including Lexington in 2018 Mountains to the Coast. The riders had a great experience at our lunch stop. Please keep us in mind as you plan for 2019. We would love to host Cycle NC as an overnight!” – Robin Bivens, Lexington Tourism Authority

“We’re just very excited to be able to show off Beaufort County and its treasures to visitors from all over the country. The cyclists immerse themselves here. You’re going to see them in the shops, see them in the restaurants. They really want to take in the local culture.” – Lynn Davis, Washington Tourism

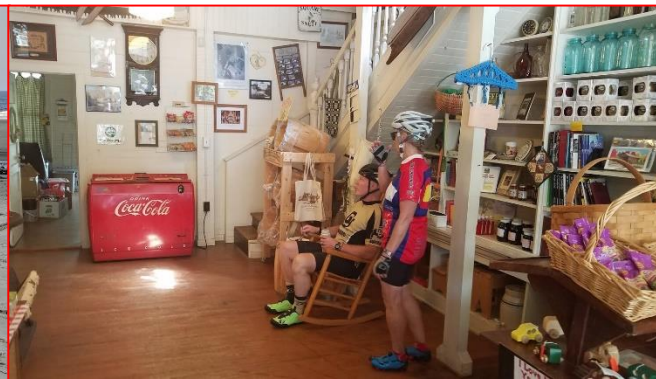
“Cyclists came from all over the country to participate. The compliment I heard over and over was how wonderful and beautiful our area is.” – Jana Volitis, Moore County Chamber

“For a lot of the people, it’s an introduction to the town. We hope they enjoy it and come back. This is a chance to show people just how great Black Mountain can be.” – Jen Billstrom, Black Mountain resident

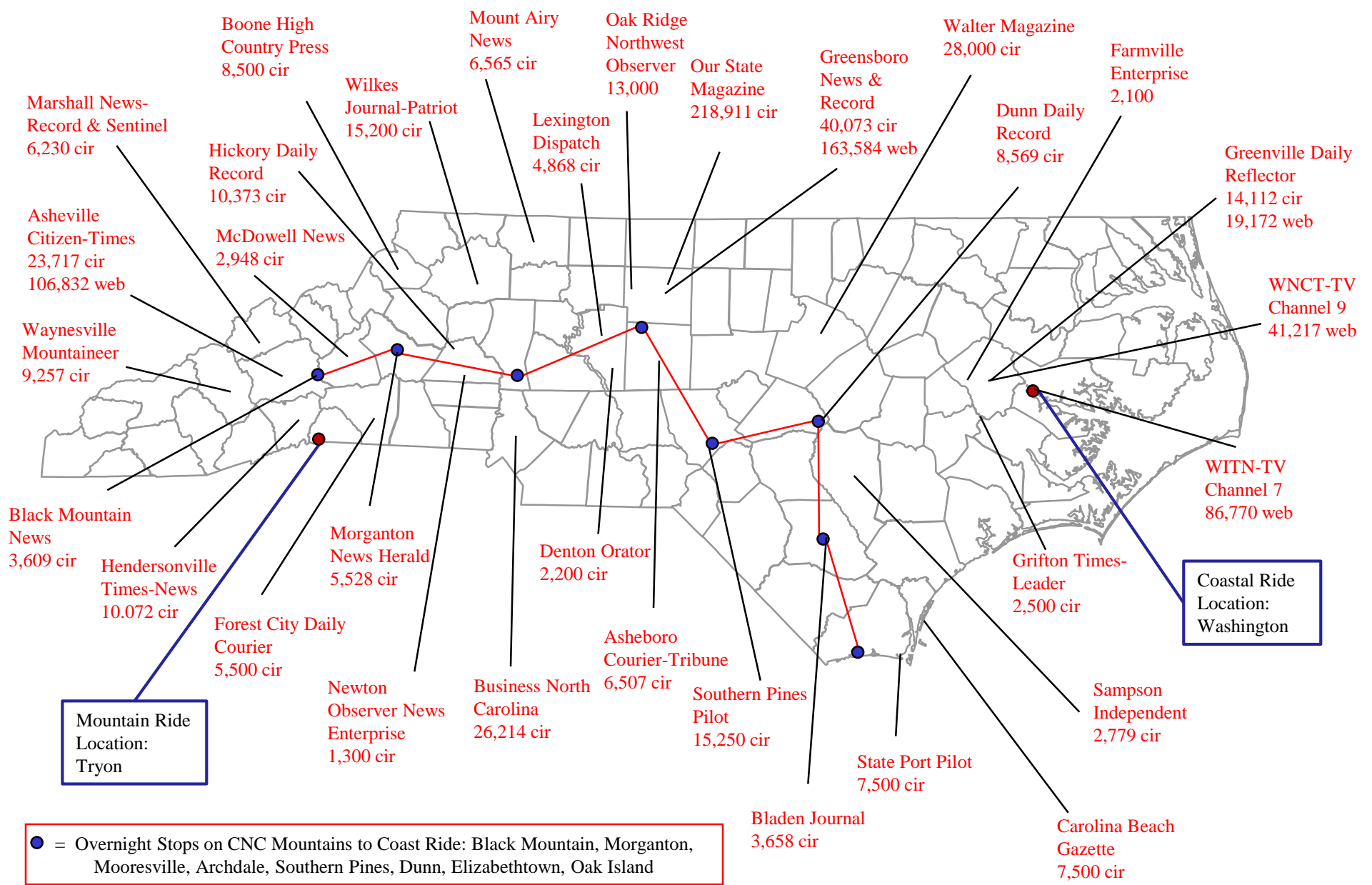


CYCLE
NORTH CAROLINA

MEDIA COVERAGE



2018 CNC Newspaper & Website Coverage





CYCLE
NORTH CAROLINA

EVENT PHOTOS





**2018 COASTAL RIDE
WASHINGTON, NC**



**2018 MOUNTAIN RIDE
TRYON, NC**





2018 MOUNTAINS TO COAST RIDE



BLOWING ROCK



CHAMBER of COMMERCE

PO Box 406 • Blowing Rock, NC 28605
(828) 295-7851

Honorable Mayor and Town Council,

The Blowing Rock Chamber of Commerce would like to support the TDA's request for your consideration of allowing the Town of Blowing Rock to be the launch town for the Cycle North Carolina Mountains to Coast ride in 2019. The event will be held from September 28 – October 5, 2019. This event has been voted "Best Biking in America" by the League of American Bicyclists. This event, spanning a full week, is proposed to begin here in beautiful Blowing Rock with registration on Friday evening and the race beginning early Saturday morning. The Chamber and TDA worked closely together to host this event previously in 2009, with great results for our Town.

With up to 1100 cyclists participating in the ride, this event can produce some significant economic benefits for Blowing Rock. Many of the participants will bring their families who may stay behind for additional time to dine and shop. Others will have the opportunity to be introduced to our Town for the very first time and may return for a longer visit or vacation in the future. The demographic of this group skews affluent (over \$100,000 AGI) and may result in interest being generated in purchasing a second home or even relocation. Restaurants, bars and hotels will see the greatest initial return on this event, but trailing spouses may also provide retail an increase. This adventurous, outdoor loving group may also explore the many attractions in the area. Riders may arrive a day or two in advance and take advantage of all the area has to offer.

The Chamber strongly supports this event for the strong economic benefits it will provide our member businesses while minimizing infrastructure impacts during more congested times. We would appreciate your support.

Sincerely,

A handwritten signature in blue ink, which appears to read "Charles Hardin".

Charles Hardin
President / CEO
Blowing Rock Chamber of Commerce

Nov. 29, 2018

To Whom it May Concern:

As the official state tourism office for North Carolina, Visit North Carolina promotes the state to visitors from across the country and around the world. One of our most successful partnerships is with the NC Amateur Sports Association for Cycle North Carolina. Cycle NC's Mountains to Coast cross-state bicycle tour generates approximately \$1.9 million in economic activity each year.

Cycle North Carolina was created in 1999 by Visit NC, the N.C. Department of Transportation, Capitol Broadcasting Company and N.C. Amateur Sports. Each year these four organizations work together to host one of the largest and most successful cross-state bicycle tour events in the United States.

Cycle NC was created to promote North Carolina's scenic beauty, heritage tourism, visitor attractions, historic sites, state parks and healthy lifestyles. During the past 20 years Cycle North Carolina has stopped overnight in more than 100 North Carolina towns and visited more than 700 North Carolina communities. Each overnight stop by Cycle North Carolina generates some of the largest sales days of the year for restaurants, hotels, bed & breakfast inns, visitor attractions and other businesses in the overnight towns.

Cycle NC events generate millions of dollars in economic impact each year for numerous small North Carolina towns as the event travels the secondary roads exploring our great state. Each year approximately 1,000 participants from more than 40 states and various countries travel to North Carolina for Cycle NC.

I strongly encourage you to join us in hosting this great event. You will find that it brings tremendous economic value for tourism businesses as well as for potential retiree and relocation.

Thank you,



Wit Tuttell
Director, Visit North Carolina
Economic Development Partnership of NC
919-447-7740; wit@visitnc.com