



KATAHDIN FRONTIER

Host Community
Partnership



September 12-19, 2020



What is BikeMaine?



BikeMaine is a cycling celebration of Maine's people, places, culture, and food.

- **Fully supported 7-day cycling tour, capped at 450 riders.**
- **Held mid-September during tourism's shoulder season and at the peak of the local harvest.**
- **Designed to be an intimate, high-quality experience that enhances the Maine brand.**
- **Signature event of the Bicycle Coalition of Maine.**

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What is BikeMaine?

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Goal: To promote Maine as a destination for bicycling and to bring new focus, attention, and dollars to the region through which it passes.

Results: In 2019, we had participants from 38 states and 3 countries, and generated an estimated \$906,000 in direct economic impact to Maine. In the past seven years, BikeMaine has generated over \$4 million for the regions and towns it has visited.



What BikeMaine Offers Riders



An active, experiential vacation on two wheels: All the planning and details are left to BikeMaine.

- **Ride an average of 55 miles per day**
 - Stops along the way for refueling and to explore Maine's natural and cultural treasures.
- **Overnight stays in the heart of vibrant and interesting host communities, where one can:**
 - Settle into the BikeMaine Village and recover from the ride
 - Socialize with other riders
 - Explore downtown and interact with residents
 - Eat large quantities of locally-sourced, fresh, and delicious food
 - Be entertained
 - Prepare for the next day

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What BikeMaine Offers Host Communities



Leadership and organizational development: Bringing groups together to collaborate on planning and orchestrating overnight visit for up to 450 bicyclists plus volunteers.

Promotion: Opportunity to showcase community's many unique features to participants and provide reasons for them to return; town is highlighted on the BikeMaine website, which is viewed by over 40,000 individual viewers annually, and in national advertising and associated media coverage.

Community Pride: Opportunity for residents to feel pride in community as they interact with riders who are pleased to be there and genuinely interested in seeing the town.

Economic benefit: Injecting new money to social service organizations and local businesses who supply food, goods, and services during the BikeMaine event.

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What Do Host Communities Provide?



Village Logistics: Provide proper access to the camping area, which we refer to as the BikeMaine Village; responsible for organizing the Village (sanitation, parking, security, water and electric services) and recruiting volunteers to assist in a variety of village operations, including luggage handling and local information services

Food: Work with BikeMaine to determine the dinner and breakfast menus and capacity of town to prepare one or more meals; provide advice on locating local sources of ingredients where possible, as well as all other necessary supplies; prepare, serve, and clean up the centralized full group dinner and breakfast, ideally through the services of a local non-profit group. Alert the local restaurants to the needs of the bicyclists, where applicable.

Afternoon Activities: Generate ideas and make arrangements for activities, tours, exhibits, etc., for bicyclists and the community while BikeMaine is in town.

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BikeMaine Village Specifications



Total of 4-5 Acres of flat, open space (less if there is a separate facility for meals).

- **1.5-2 acres used for camping**
 - **Remainder used for all other Village services**
 - **Dining and Entertainment tent**
 - **Shower Trailers & Sinks**
 - **Portable Toilets**
 - **Information Tent/Services**
 - **Support Vehicle Parking**
- **Access to electric, water, and sewer services**
 - **12-15 dedicated electrical circuits**
 - **Water spigots with standard hose connections, and/or a fire hydrant**
 - **Direct sewer line or manhole access**
- **Dumpsters for trash**
- **Permission to acquire liquor license for beer & wine garden**

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Example BikeMaine Village



Head Of Falls & Riverwalk, Waterville

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Example BikeMaine Village



Head Of Falls & Riverwalk, Waterville

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The BikeMaine Experience



Local volunteers help to load and unload luggage in each location



Evening activities organized by a local organization

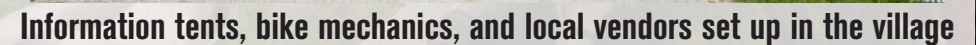
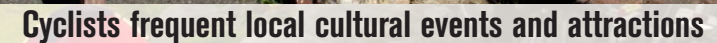
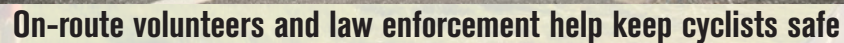


Local community groups help prep and serve meals



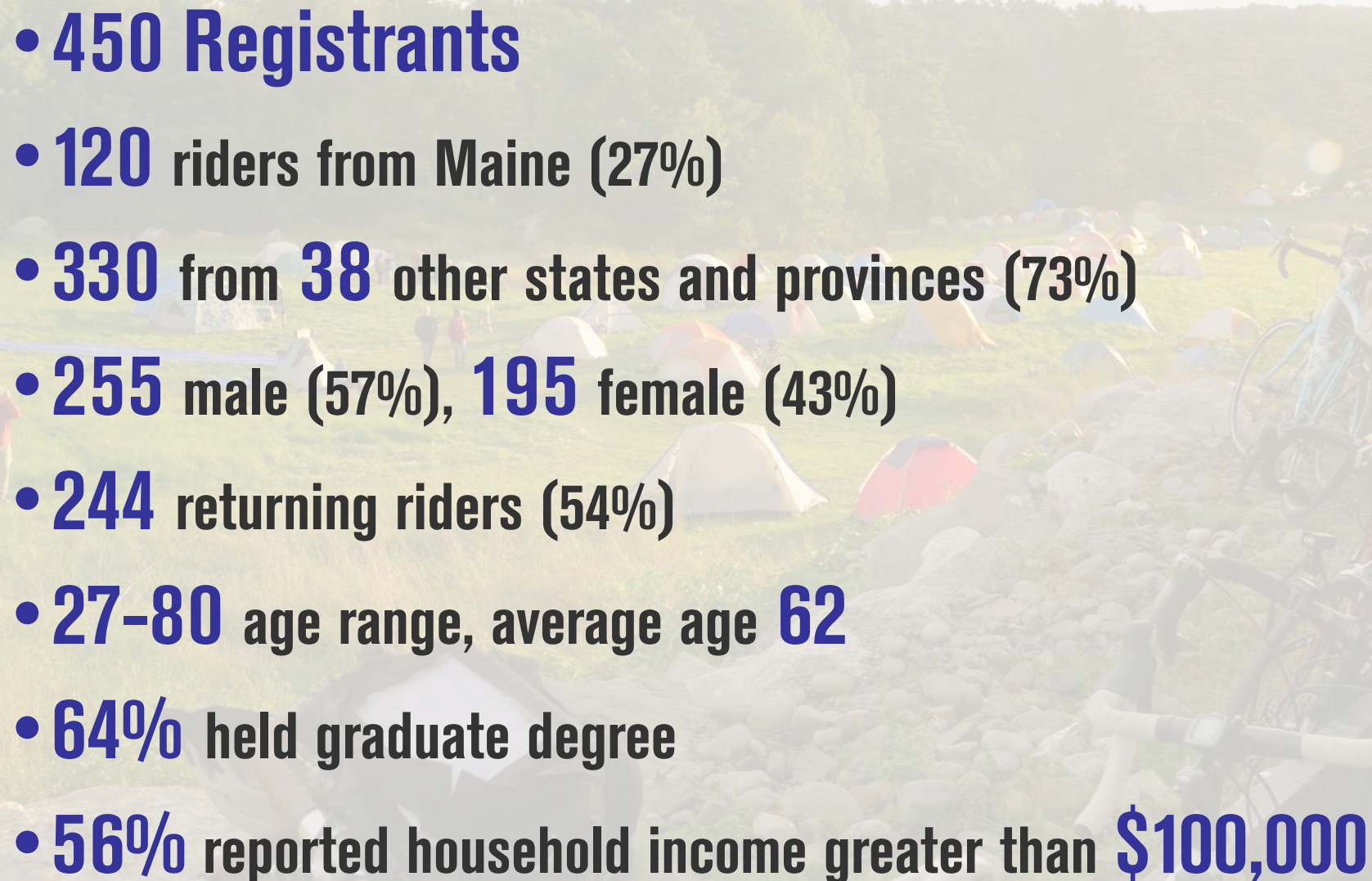
A large dining tent is erected, with fenced-off beer garden

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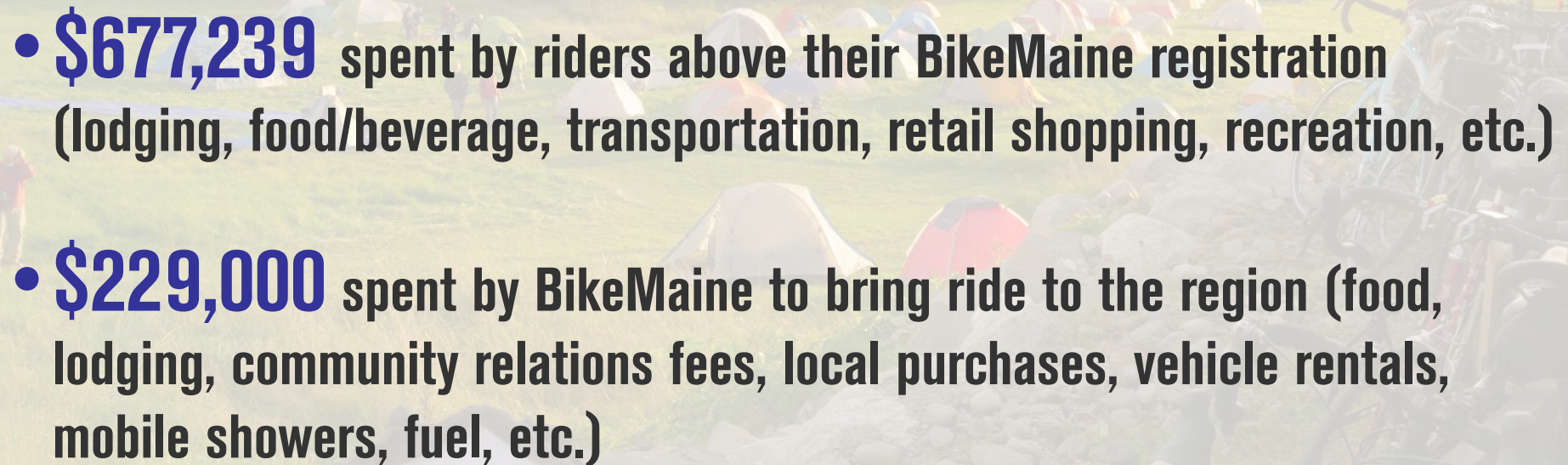


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- A background image of a campsite with several tents pitched on a grassy area. In the foreground, there are bicycles parked on a rocky surface. The scene is set in a wooded area with trees in the background.
- **450 Registrants**
 - **120** riders from Maine (27%)
 - **330** from **38** other states and provinces (73%)
 - **255** male (57%), **195** female (43%)
 - **244** returning riders (54%)
 - **27-80** age range, average age **62**
 - **64%** held graduate degree
 - **56%** reported household income greater than **\$100,000**

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\$906,000

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- **\$677,239** spent by riders above their BikeMaine registration (lodging, food/beverage, transportation, retail shopping, recreation, etc.)
 - **\$229,000** spent by BikeMaine to bring ride to the region (food, lodging, community relations fees, local purchases, vehicle rentals, mobile showers, fuel, etc.)

\$4.1 Million over 7 years

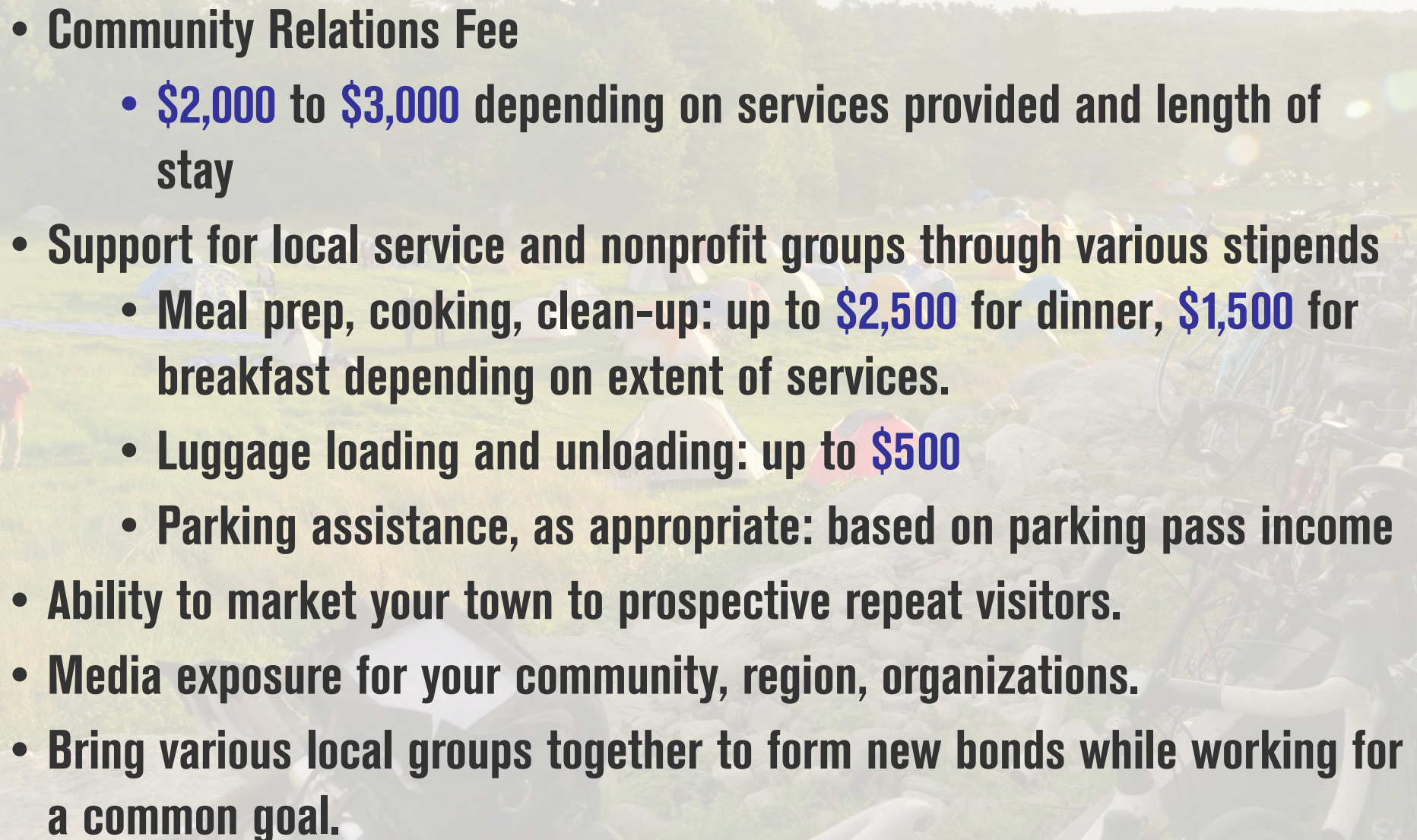
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Host Community Benefits

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- **Community Relations Fee**
 - **\$2,000 to \$3,000** depending on services provided and length of stay
 - **Support for local service and nonprofit groups through various stipends**
 - **Meal prep, cooking, clean-up: up to \$2,500 for dinner, \$1,500 for breakfast** depending on extent of services.
 - **Luggage loading and unloading: up to \$500**
 - **Parking assistance, as appropriate: based on parking pass income**
 - **Ability to market your town to prospective repeat visitors.**
 - **Media exposure for your community, region, organizations.**
 - **Bring various local groups together to form new bonds while working for a common goal.**

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Let's be Partners



- Commit to sign on as Host Community for September 2020.
- Agree upon location for BikeMaine Village.
- Designate a Town Coordinator as primary contact for BikeMaine; also oversees all local logistics and volunteer recruitment.
- Attend BikeMaine Kick-off Party & Host Community training in February 2020 (location TBD).
- Attend two Village walk-through meetings – May & August.
- Work with Maine Farm & Sea Cooperative to design menus & work through food sourcing.
- Enjoy a successful BikeMaine 2020!

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