



## Missouri Bicycle Federation, Inc.

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## Bicycling: Where Missouri Stands

*Bicycling and walking are surprisingly large sources of strength in Missouri's economy. We do not want to endanger this source of economic growth and development.*

### **Two million Missourians bicycle annually**

- About **2 million Missourians** are regular bicyclists, at least once per month during good weather
  - 80% of those are casual/occasional bicyclists
  - 20% are frequent bicyclists
- **The amount of bicycling in Missouri is growing rapidly**—for example, the amount of bicycle commuting in Missouri nearly tripled from 2000 to 2010. This increase in bicycling is happening across the state, from large metro areas to rural areas.
- **Discouraging bicycling means discouraging economic development.** People want to live and companies want to locate in communities where people can safely bicycle and walk. Creating non-standard rules and regulations that discourage bicycling sends a strong message: *Bicyclists are not welcome here.*

### **Bicycling is a billion dollar industry in Missouri**

Even with the minimal attention we currently pay to bicycling and walking in Missouri, bicycling and trails in Missouri generate:

- **Outdoor recreation is one of the largest economic sectors in the U.S.** Bicycling is the second largest component of the sector (see graphs on reverse)
- **\$950 million in annual retail sales in Missouri**
- **\$1.2 billion in total economic activity and 14,365 jobs in Missouri**
- **\$79 million in state tax revenue in Missouri**
- **Missouri's 120 bike shops—small, locally owned businesses—are but a small part of this—less than \$200 million in Missouri.** Bicycling is an important component of the state's travel, recreation, health, and transportation sectors. Bicycle travel and tourism benefit hotels, restaurants, sporting goods, clothing, other retail, tourism-related businesses, and more.

### **Bicycling and walking are Missouri tourism staples**

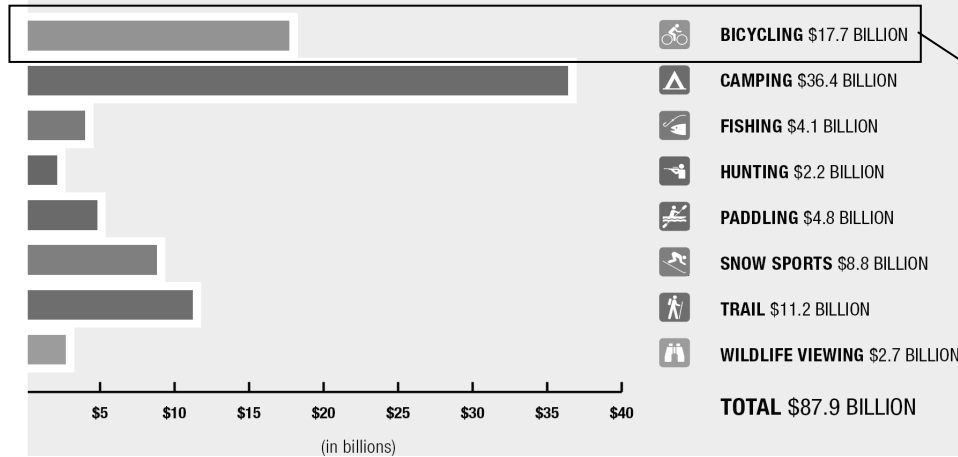
- **Missouri has seven cross-state national bicycle routes**—the most of any state.
- **Thousands of out-of-state bicyclists travel through Missouri on these cross-state bicycle routes each year**, spending an average of \$200/day and 4-6 days crossing Missouri.
- Bicycling and trails provide **sustainable growth** in rural communities.
- The Katy Trail has **500,000 visitors annually** from all 50 states with over **\$25 million** annual economic impact.
- **4.3% of Missouri tourists bicycle or hike**--more than boat or golf and about the same as gambling and nightlife.



### Outdoor Recreation is an Overlooked Economic Giant

The Active Outdoor Recreation Economy is big business. It ranks alongside and even dwarfs other major economic sectors in the U.S., such as telecommunications, hospitals and motion pictures and videos. Conservatively, the outdoor recreational economy represents \$733 billion annually in all sectors of the U.S. economy from manufacturing to retail to real estate to food services. **Missouri's natural beauty makes outdoor recreation a natural fit.**

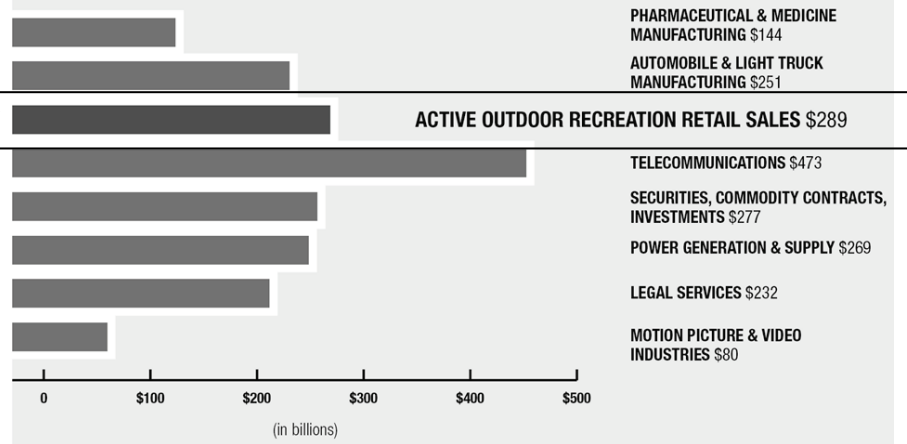
#### FEDERAL AND STATE TAXES GENERATED BY ACTIVITY CATEGORY



**Bicycling is the second largest area within the U.S. Outdoor Recreation economic sector.**

#### HOW ACTIVE OUTDOOR RECREATION STACKS UP<sup>12</sup>

Sales comparison to U.S. economic sectors.



**The Outdoor Recreation Sector is among the largest economic sectors in the U.S. and in Missouri—and bicycling makes up fully 1/5 of this sector nationally.**

### For More Information

To learn more, contact Missouri Bicycle Federation Executive Director Brent Hugh, 816-695-6736 or [director@mobikefed.org](mailto:director@mobikefed.org)

#### Information Sources

- **National, regional, and state economic impact of bicycling recreation and associated charts:** *The Active Outdoor Recreation Economy*, Outdoor Industry Foundation, Fall 2006. <http://outdoorindustryfoundation.org/resources.research.recreation.html>
- **Amount of Missouri tourists who bicycle and hike:** *Economic Impact of Missouri's Tourism and Travel Industry: July 2004 – June 2005 (FY05)*, Michael Kaylen, Ph.D., University of Missouri, 2006. <http://www.visitmo.com/pdf/MIZZOU-Econ%20Impact%20FY05%20EXECUTIVE%20SUMMARYt--May-2006.doc>
- *Census data on bicycle commuting summarized at <http://mobikefed.org/2012/03/census-bicycle-commuting-has-nearly-tripled-missouri-2000>*