



tour de big bear

www.tourdebigbear.com * tourdebigbear@tve.com

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Big Bear Cycling Invests Additional \$40,000 into Valley Cycling Projects

Big Bear Cycling and the 2014 Tour de Big Bear will be investing an additional \$40,000 into Big Bear Valley cycling projects in 2015 to assist in its goal of making Big Bear Valley Southern California's leading cycling destination it was announced earlier this week.

"Big Bear Cycling's mission is to support recreational and competitive cycling in Big Bear Valley as a family activity, healthy form of exercise and method of transportation, and we are very proud to announce cycling projects to work toward our goals. Tour de Big Bear, which has rapidly become one of the elite cycling events in Southern California, has committed over \$90,000 in project funding to Valley cycling projects over the past three years," according to Craig Smith, President of Big Bear Cycling.

New cycling projects announced for the upcoming 2015 cycling season will include:

- Big Bear Cycling Bike-to-School Scholarship Program
- Major Sponsorship for AMGEN Tour of California Big Bear Time Trial - 05:15:15
- Host 2014 Redlands Bicycle Classic - Big Bear Time Trial – 4/9/15
- Alpine Pedal Path Improvement Project – New trailhead, etiquette and safety signage (funding to date \$20,000)
- Scenic Bike Loop Signage Program for Big Bear Lake Loop
- 50,000 - 2015 FREE Big Bear Cycling Outdoor Activities Maps for visitors throughout the Valley
- Mountain Trail Signs for Big Bear Valley Trails Foundation Grout Bay Trail Project
- "Bike Big Bear" Program Launch

All of the new projects are currently being reviewed by appropriate agencies and the approval process is underway in hopes of completing the projects in spring –fall season of 2015.

Tour de Big Bear is now the largest sporting event in Big Bear Lake, as well as one of the largest events of the year, and has a huge impact on our Valley's economy. According to Rick Bates, Director, Events Resource Office, the economic impact of the 2014 Tour de Big Bear was as follows:

- 5000 guests to our valley (1650 riders + family/friends)
- 43% HH Income ABOVE \$150,000 (63% above \$100,000)
- 4.40 group size per rider
- 84% visitors, 19.6% first time visitors, to Big Bear Lake
- 91% came specifically to Big Bear Lake for event
- 82% spending at least one night in BB
- 2.00 average nights lodging per cyclist
- \$479,000 economic impact to valley

"The success of Tour de Big Bear and the projects funded are the result of eight months of hard work, 1650 visiting riders, 270+ volunteers and a wonderful partnership with our major sponsors including our title sponsor ReMax Big Bear, and major sponsors City of Big Bear Lake, Robinhood Resort/Nottingham's, New Belgium Brewing, Bear Valley Community Healthcare District, Mitsubishi Cement and Arrowhead Water. Tour de Big Bear is an awesome example of hard work and teamwork by community volunteers and sponsors to create a destination event in our Valley each summer. Look for 2000+ riders for Tour de Big Bear in 2015 and many more cycling projects to come for our valley" Smith commented.