



The State of the Bicycle (Event) Industry



CHANDLER SMITH

Director of Event Strategy & Community Relations

Pocket Outdoor Media - Roll Massif, VeloNews, Bicycle Retailer & Industry News

- Colorado native
- Reside in Grand Junction
- Married with a 2-month old baby girl
- 18 years in industry
- Former Director of Bike MS; originally MS 150 (2004 - 2007)
- Former Director of Ride The Rockies (2007 - 2017)
- Founder of Colorado Bicycle Event Coalition
- Co-Founder / Creator of Pedal The Plains; initiative of Governor Hickenlooper
- Co-Founder of Roll Massif & BikeState38

A circular logo with a white background and a black border. Inside the circle, the letters "RMf." are written in a bold, black, serif font.

RMf.

Roll Massif

WHG.

StS.

ERk.

CpT.

CkG.

StS.

TdV.

TotM.

VeloSwap
BIKE & SKI EXPO

2020 In Review

- Events Cancelled
 - Athlinks reports a 95% year-over-year drop in number of finishers between mid-March and Oct 2020
 - Wall Street Journal reports industry is facing its greatest crisis in history
- Refund Policies Tested
- Public Relations - Winners & Losers
- Insurance Coverage Magnified
- Contingency Plan Scramble
- Relationship Management - Partners, Sponsors, Hosts
- Virtual Pivot
- Budget Reckonings
- Silver Linings

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Our Future

Industry

Sales

- Total units sold are up 41%
- Online bike sales increased 12x for bike shops in 2020
- Estimated 810,000 new cyclists in U.S.
- Supply & Demand

Policy & Access

- PeopleForBikes tracks and lobbies state and local ballot measures that support bike infrastructure. In 2020 they are projecting \$1 billion toward projects to support bike riding in the U.S.
- Cities across the country are opening streets as a tool to combat the pandemic and provide equity to citizens
- Diversity, Equity and Inclusion
- Climate Action

Disciplines / Niches

- Gravel
- E-Bikes

Headlines (*Bicycle Retailer & Industry News*)

- Bike company stocks rebound as Shimano hits record highs
- Boom inspires new retail entrants
- Used-bike sales help retailers survive
- No relief in sight as bike imports can't match demand
- Pandemic boosts share-bike business
- This boom's gone electric

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Our Future

Bicycle Events

- 1st & 2nd quarter - likely to entail variances and regulations; prepare accordingly and be ready to implement contingency plans
- 3rd & 4th quarter - with administered vaccines, we should start to see a return to “normalcy”
- Floodgates will open, it’s only a matter of time, capitalize on the frenzy and appetite
- Millions of Americans started biking for the first time or returned to biking as a result of the pandemic; we now have an opportunity to keep them on their bikes for years to come by turning them on to our events
- Traditional / aging demographics are prime for boutique / intimate offerings
- Virtual models have been met with mix results; most successful however include: short time frames, legitimate challenges, cool swag and coveted prizes
- Charity / Call to Actions really resonate in these uncertain times; provides sense of purpose and community

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Participant Survey

1400 respondents



Survey Responses

1. 68% intend to participate in an organized cycling event in 2021
2. 23% responded they would be most comfortable participating once large gatherings are permitted; 27% once a vaccine is available; 15% when social distancing is no longer required
3. 71% indicated they would be willing to travel to an event that requires overnight accommodations
4. When asked how far in advance one would be willing to register - 13% one month or less; 18% two months; 19% three months; 21% four months or more; 18% only when the event is confirmed to take place; 11% no plans to register
5. RMf. Guarantee gives 76% of respondents peace of mind to register
6. 31% stated they'd be interested in an intimate boutique cycling experience at a higher price point vs 69% who'd prefer a mass participation event at an average cost of \$100

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Partner Survey

Administered by Creatives Strategies Group to 100 key sponsors / stakeholders

1. 97% experienced canceled or postponed events.
2. Of the sponsors who experienced disrupted events, 65% agreed to defer their sponsorship to 2021. If they had already paid their fees, nearly half allowed the property to retain all or part of the fee and apply it to 2021, while another third requested a refund of 2020 fees already paid.
3. Looking ahead, 87% report that they are under corporate directives not to participate in any “in-person” events. Asked when they expect to return to in-person activities, whether internal or external, only 8% predicted by Q1 2021; 19% in Q2 2021; 8% in Q3 2021.
4. 55% are presently unsure how the pandemic will impact their sponsorship budgets in 2021; with 32% anticipating a *decrease* in sponsorship spending; 11% no change; with 3% anticipating an increase in spending.

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Partner Survey Cont.

5. Sponsorship decisions will be delayed. While approximately a third predict no impact on their regular planning and budgeting cycle; 18% expect delays to the very end of Q4 2020; 24% postponed to Q1 2021; and 26% reported decisions being pushed out to Q2 2021 or later.

6. Sponsorship priorities in 2021 - 76% to increase brand awareness and exposure; 53% to grow market share; 50% to build brand presence; 37% to focus on employee engagement; 37% said product launches;; and 24% B2B networking and sales.

7. In terms of key company CSR and/or philanthropic priorities, education at 62% was the top focus; followed by 49% to health & wellness; 46% to racial equity; 35% to LGBTQ+; 27% to arts; and 24% to youth.

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2021 - A New Year

Opportunities

- Reinvent Yourself
- Proficiencies & Efficiencies
- Hungry Clientele
- New Clientele

Financials

- Diversification
- Budget Scenarios
- COGS with Shelf Life
- Insurance Coverage
- Refund Policies

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Contingency Plans

- Limited Capacity
- Postponements
- Cancellations

Communications

- Means / Vehicle
- Frequency
- Transparency

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Stewardship

- Work in Tandem: Permittees, Public Health Departments, Office of Emergency Management
- Optics & Implications: General Public, Host Communities, Sponsors, Cyclists, Volunteers
- Family: We're in this together, what you do impacts other event organizers / promoters
- DEI initiatives - marketing, story telling, limiting barriers of entry
- Sup / Dev programs - grooming the next generation of event participants

COVID Safeguard Measures

- Pre-Event: Communication, Education, Peace of Mind
- During Event: On the Saddle & Off the Saddle
- Post Event: Cyclist Surveys & Partner Debriefs

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In Summary

1. Be in the know; have a pulse on the pandemic, public health regulations (to include local variance projections), sponsors, cyclists and volunteers
2. Have a thoughtful plan and a **contingency plan**
3. Communicate - be transparent, honest, empathetic and compassionate
4. Be innovative - seize the moment
5. Diversify offerings and services

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Questions / Group Share

- How did your business respond to the global pandemic this year? What worked? What didn't?
- What are you planning to do differently in 2021 from campaign plans to budgets, building the experience to execution?

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