

Estimated Economic Contribution of the 2022 West Virginia NICA Mountain Biking Events

**2023 Supplement to WVU Extension Service Working Paper FCD-MTB-0423
“Economic Impacts of Mountain Biking and Bike Trail Events and Festivals in West Virginia.”**



Daniel Eades, Associate Professor and Extension Rural Development Specialist
Doug Arbogast, Associate Professor and Extension Rural Tourism Specialist

West Virginia University Extension
West Virginia University
Morgantown WV 26506

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1.0 Introduction

The West Virginia Interscholastic Cycling Association (WVICL) has had tremendous success and growth since its initial formation in 2017. Today, more than 400 student-athletes across 21 teams throughout WV participate in our program every year, and our numbers are growing by 35-40% each year. We've been highlighted in local publications for our impact on youth, their communities, and our role in the future of bike racing and the cycling industry.

For WVICL to continue to grow, expand and diversify, the organization requires a strategic, comprehensive long-term plan that addresses programming, services, operations, funding, organizational capacity, and marketing. Yearly economic impact assessments are critical in helping us understand the direct, and indirect impact our program has on its communities and their economy. These analyses can also help increase community support, as well as help to obtain grants to fill critical resource gaps.

2.0 Methodology

An online survey was developed by West Virginia University Extension Service Community Resources and Economic Development faculty and WVICL staff using the Qualtrics online survey tool. The survey was distributed by event organizers via email to all families who registered for a 2022 WVICL race shortly following the last race of the series. A total of 98 responses were received for a ~38% response rate (see table 1).

Table 1. Survey Collection by Event

2022 Event	Surveys Collected	Event Attendance
WVICL Race Series	98	
Race #1 Canaan August 27-28		255
Race #2 Big Bear September 10-11		226
Race #3 Cacapon September 24-25		217
Race #4 North Bend October 8-9		229
Race #5 Twin Falls October 22-23		217

2.0 Demographics and Trip Characteristics

Fifty-four percent of respondents reported net family income over \$100,000 and 28% between \$80-100,000 (see Figure 1). Sixty-three percent of respondents heard about the event through word of mouth, 28% through the WVICL website, 19% through social media, and 13% through the event website (see Figure 2). Survey respondents reported an average of 3.5 people in the travel parties for these events. Fifty-two percent of survey respondents reported spending between \$1,000-\$5,000 per year on mountain bike equipment and gear, 23% spent less than \$1,000, and 21% spent between \$5,000-\$10,000 (see Figure 3).

The best part of the WVICL race series reported by survey respondents included camaraderie/community, meeting other people, youth participation, and the venues (see Figure 4). Recommendations to improve survey respondents experience at future WVICL race series include increase venues, increase lodging options, better parking, lower costs/discounts, and regulation/development of pitzone (see Figure 5). Survey respondents were asked what could be done to improve mountain biking in West Virginia with responses including more trails, easier trails, more trail maintenance, and more marketing/development (see Figure 6). Eighty-four percent of survey respondents were extremely likely to recommend the WVICL to a friend or colleague (see Figure 7) and 82% of survey respondents were extremely satisfied with the 2022 WVICL race series.

Select survey comments included “Keep up the amazing work, you all are doing great things!”, “I really appreciate the family aspect of these courses. Please always keep that as part of your vision”, “NICA is a wonderful family sport. So glad the opportunity exists in WV to gather so many people together being active at all ages”, and “I am a grandmother of two middle school boys. I buy stuff for the boys so they can ride at my house and if they need an upgrade for their bikes.” You go Granny!

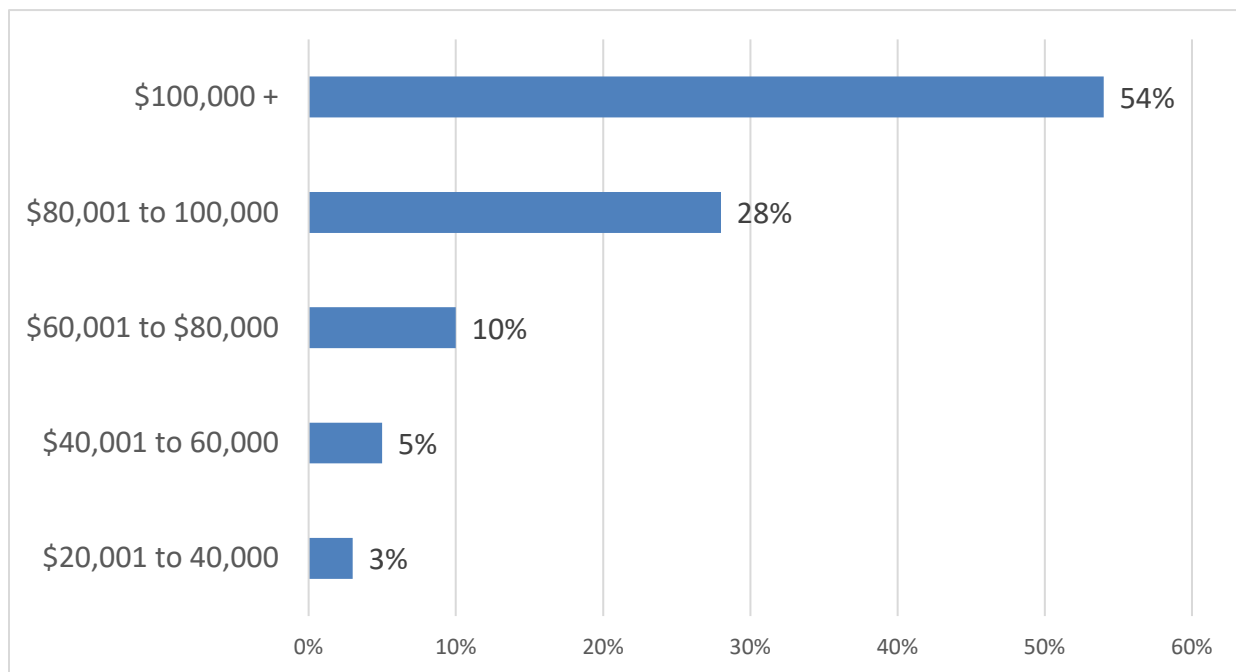


Figure 1: Approximate net family annual income from all sources, before taxes in 2021

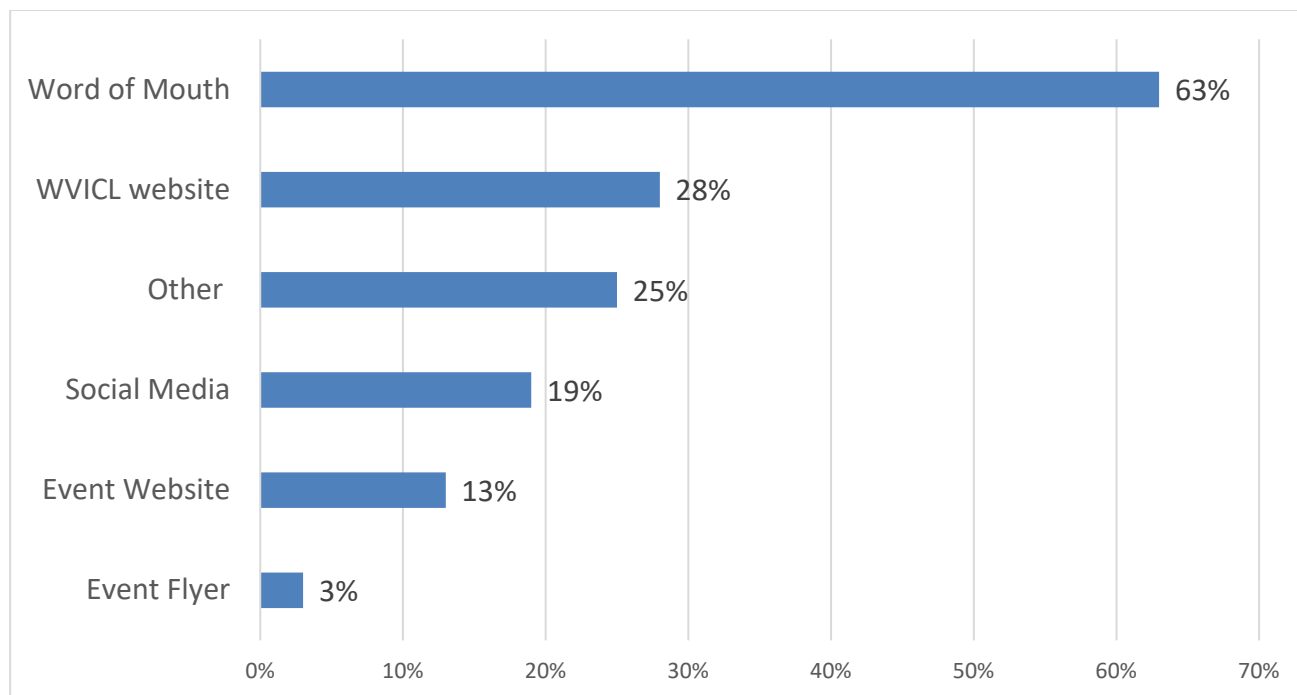


Figure 2: How did you hear about the 2022 WV Interscholastic Cycling League races?

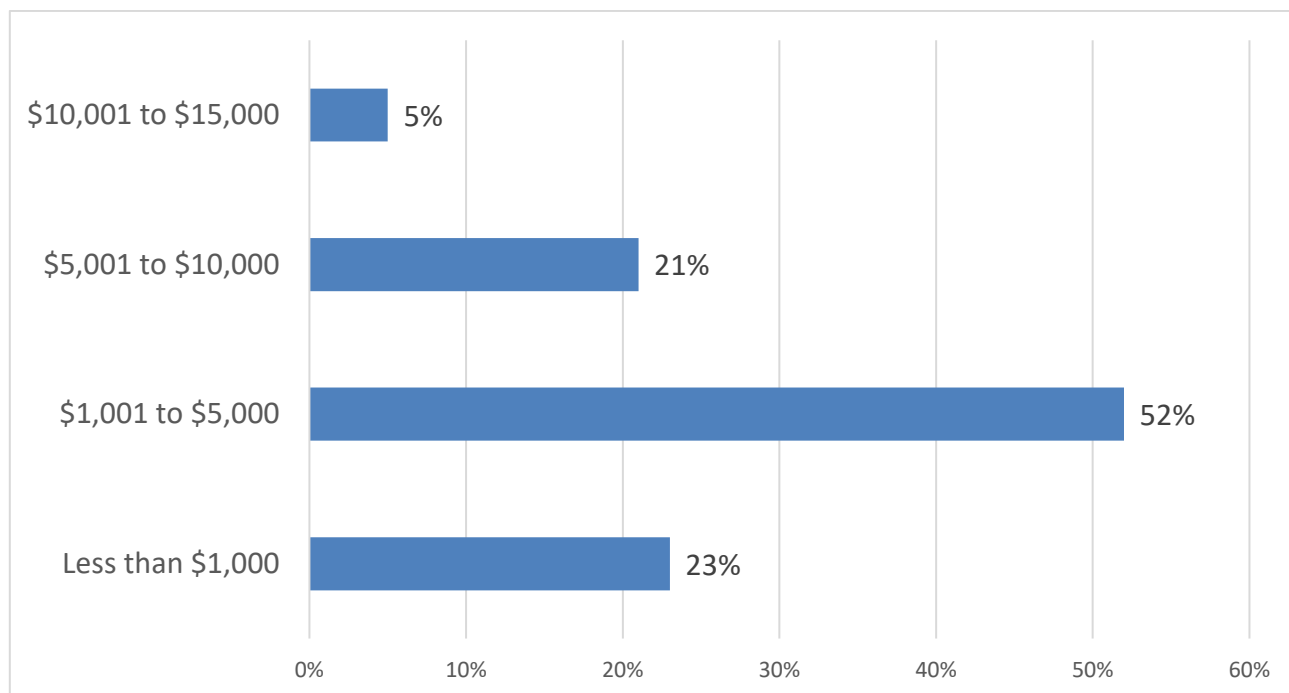


Figure 3: Approximate amount spent per year on mountain bike equipment and gear.

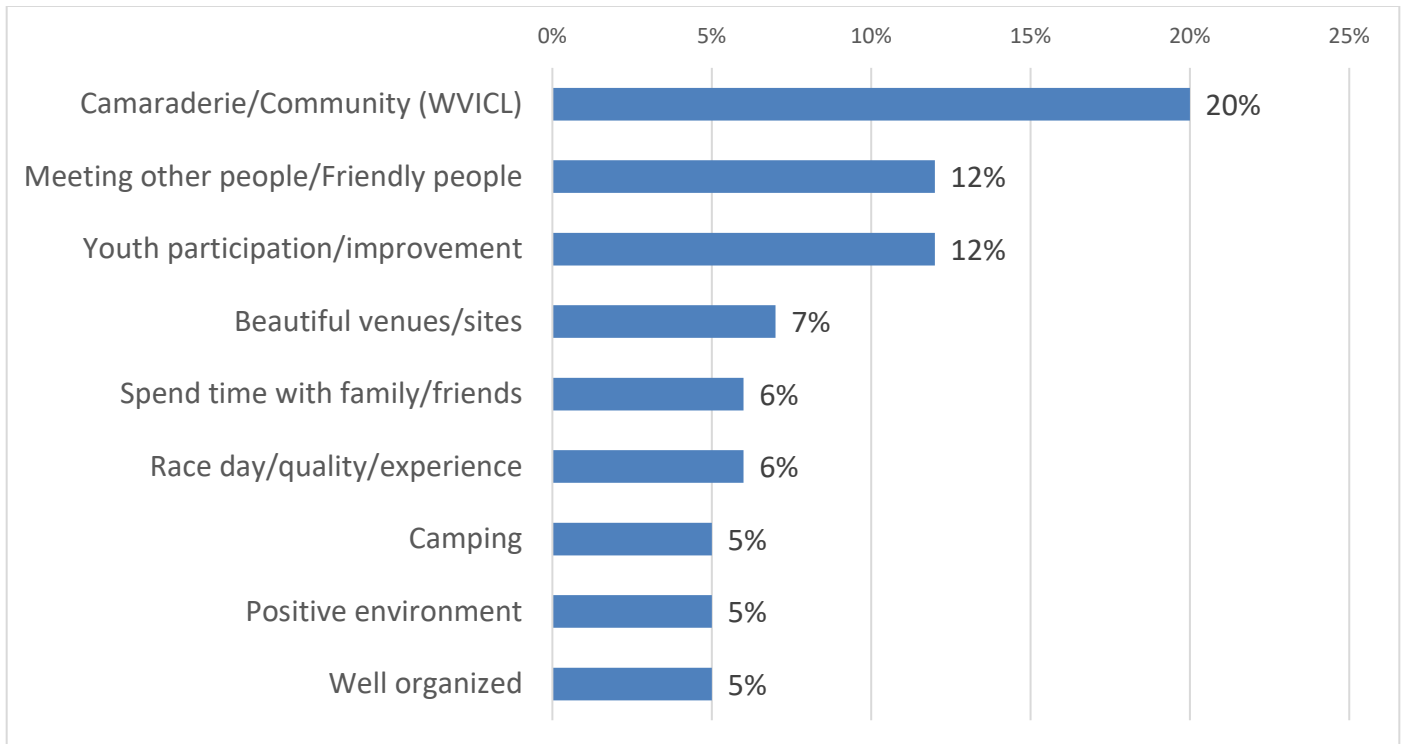


Figure 4: What was the best part of the 2022 WVICL Race Series?

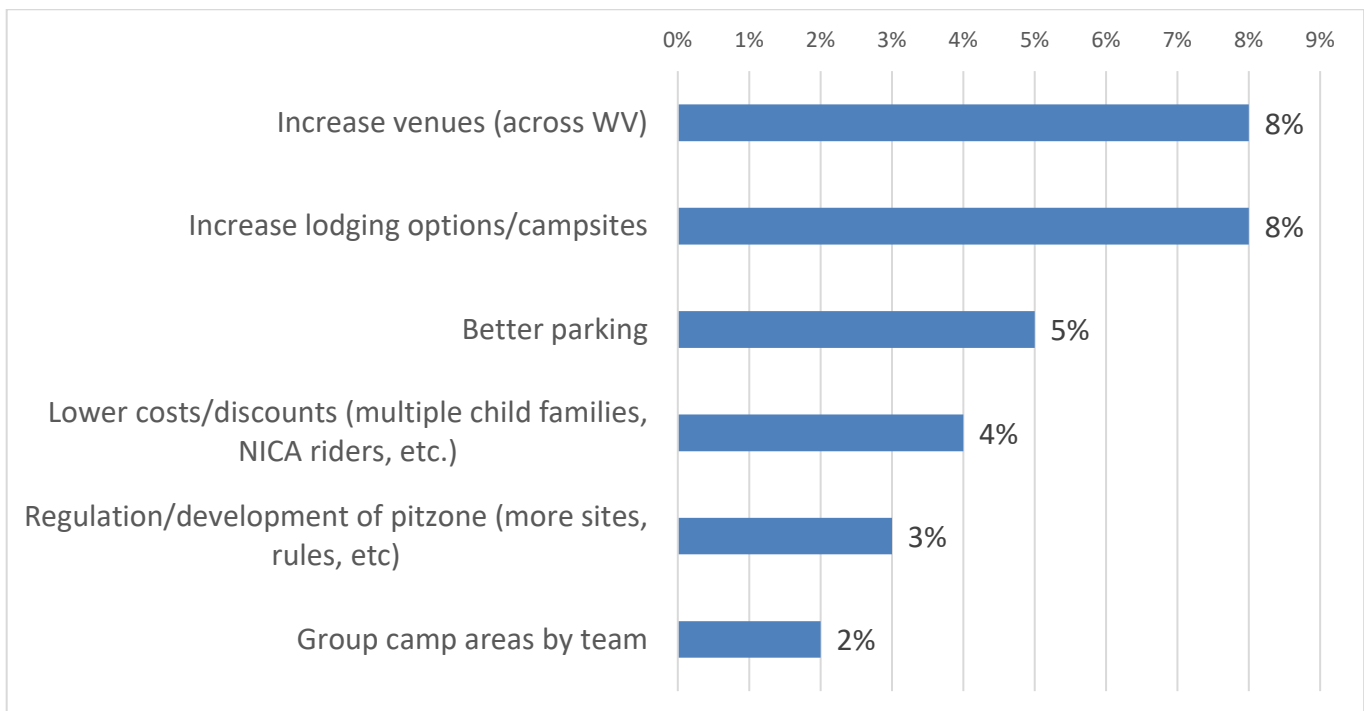


Figure 5: What could be done to improve your experience at future WVICL Race Series?

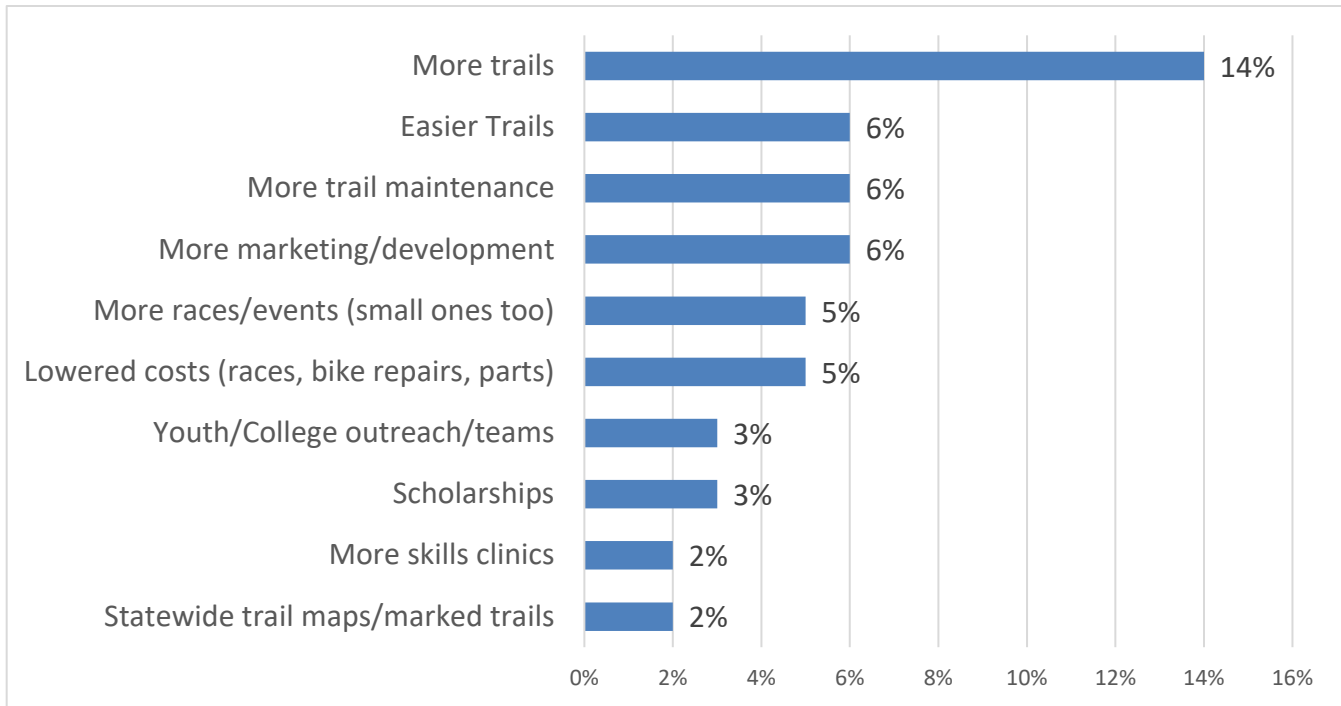


Figure 6: What could be done to improve mountain biking in West Virginia?

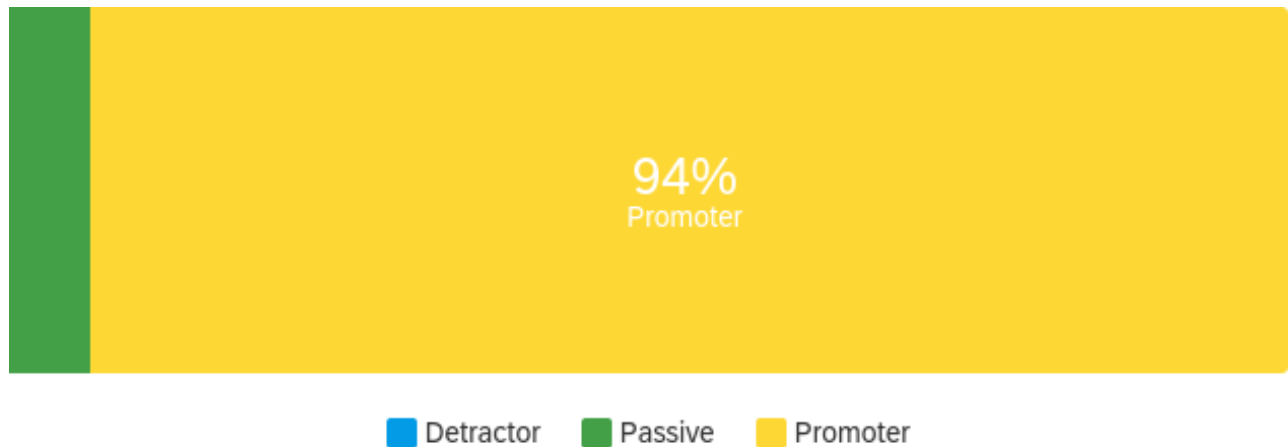


Figure 7: On a scale from 0-10, how likely are you to recommend the West Virginia Interscholastic Cycling League to a friend or colleague?

3.0 Estimated Economic Contribution of 2022 West Virginia NICA Mountain Biking Events

The economic contribution of the WV NICA's 2022 mountain biking events are estimated using a state specific model generated using IMPLAN's modeling software¹, an industry standard input-output model of the economy. Expenditures by riders generate direct spending in the local economy. This direct spending stimulates additional purchases and causes impacts along the supply chain. For example, increased demand for business inputs (utilities, office supplies, legal services) will result in additional rounds of purchases by local businesses (indirect impacts); employees will also make purchases (induced impacts). The combined direct, indirect, and induced impacts represent the total economic impact of these activities.

Traditionally, local spending is excluded when calculating economic *impacts*, as spending by locals likely serves as an alternative to other entertainment and recreation spending that would have occurred in the state/region. For this analysis, we include the spending by local visitors/riders. Therefore, the results represent the economic *contribution* of these events to the state's economy, or how much economic activity was associated with the events.

Spending estimates (calculated per rider) were obtained from an end-of-the-season survey of registrants. Completed and usable surveys ranged from 37 for Cacapon and North Bend to 46 Canaan, representing approximately 18% of total riders. Table 1 shows a breakdown of spending by category for riders, by event location, for the associated 2022 NICA mountain biking events.

Table 1. Average Per Rider Spending Estimates per Event, by Spending Category, 2021 NICA Races

Category of Event-Related Expenditure	Canaan	Big Bear	Cacapon	North Bend	Twin Falls
Overnight Lodging	\$48.50	\$31.54	\$26.17	\$27.52	\$25.18
Groceries	\$103.72	\$36.83	\$132.41	\$65.69	\$78.11
Dining	\$67.45	\$51.90	\$48.71	\$47.12	\$42.52
Beer/Wine/Liquor	\$64.01	\$27.24	\$45.68	\$26.29	\$55.31
Retail	\$10.72	\$4.78	\$5.95	\$4.71	\$6.23
Gear	\$21.90	\$4.94	\$7.84	\$2.57	\$3.22
Fuel	\$9.35	\$1.52	\$28.24	\$0.86	\$0.00
TOTAL PER RIDER SPENDING	\$387.60	\$188.77	\$333.71	\$201.43	\$253.82
*Does not include event admission					

Table 2 shows total estimated spending per event, by spending category. Total spending across all events totaled \$315,100. Spending ranged from \$98,839 in high amenity (e.g., lodging and dining) locations like Canaan Valley and Cacapon State Parks to the mid-to-low \$40,000 in lower amenity destinations like Big Bear.

Table 2. Total Estimated Spending per Event, by Spending Category, 2022 NICA Races

	Canaan	Big Bear	Cacapon	North Bend	Twin Falls	TOTAL SPENDING
Number of Riders	255	226	217	229	217	
Overnight Lodging	\$26,448	\$8,323	\$28,733	\$15,043	\$16,951	\$95,498
Groceries	\$17,201	\$11,729	\$10,569	\$10,790	\$9,227	\$59,517
Dining	\$16,323	\$6,155	\$9,912	\$6,019	\$12,002	\$50,411
Beer/Wine/Liquor	\$2,734	\$1,079	\$1,290	\$1,080	\$1,351	\$7,535
Retail	\$5,585	\$1,116	\$1,701	\$589	\$700	\$9,690
Gear	\$2,384	\$345	\$6,129	\$196	\$0	\$9,053
Fuel	\$28,165	\$13,915	\$14,082	\$12,410	\$14,847	\$83,418
TOTAL SPENDING	\$98,839	\$42,663	\$72,415	\$46,127	\$55,078	\$315,122

Spending by participating riders is estimated to generate \$203,072 in direct impacts in the state's economy (Table 3). This spending generates nearly \$113,600 in secondary impacts as these dollars are re-spent. In total, these expenditures contribute approximately \$316,600 in business volume, support three (3) local jobs, and generate nearly \$100,500 in wage and proprietor income. Tax impacts to the state and local economy are estimated at \$28,694

Table 3. Estimated Economic Contribution of 2022 NICA Races

	Direct Impact	Indirect & Induced Impacts	Total Economic Impact
Output (Sales)	\$203,072*	\$113,558	\$316,630
Employment	2	1	3
Labor Income	\$65,345	\$35,192	\$100,538
State & Local Taxes	--	--	\$28,694
*The direct impact is less than the estimated \$315,122 due to the application of retail margins.			

¹ Additional information about IMPLAN can be found at <http://www.implan.com/>