



January 5, 2015

Michael Kelly  
Director of Transportation Services  
595 9th Ave East  
Owen Sound, ON  
N4K 3E3

Dear Mr. Kelly,

Over the past eight years, BMVA has worked collaboratively with Grey County and The Town of The Blue Mountains to develop this area as a world-class cycling destination. Our initial strategy was to attract a new demographic for the non-winter months for cycling throughout the spring to fall months. We've been successful but cycling tourism has also grown considerably throughout the Province and is now extremely competitive. More and more, other regions are investing heavily in infrastructure, amenities and events to attract cyclists. We're fortunate to have some of Ontario's best and most scenic terrain with unique differentiators like the newly paved Scenic Caves Road.

One component of our strategy is the annual production of cycling events including the Grey County Road Race (2 years running) and Centurion Cycling (6 years running). The economic impact\* of the 2015 Centurion Cycling event alone was \$330,000. This doesn't include the number of times those participants visited the area for training prior to the event, or the number of people travelling with event participants, as indicated in the data below. To continue, and advance the cycling destination strategy, in a very competitive environment, we need to continually deliver safe, world-class roads and facilities for our local citizen riders and visitors. We're excited about the opportunity to attract international recognition and bid on a world cycling event with the Grey County Road Race organizers, but this will require having appropriate infrastructure if we are to be successful.

The economic impact of cycling is significant and growing at Blue Mountain Village, area hotels, B&B's and local businesses. Below are some of the relevant findings from Centurion 2015.

Centurion Cycling Festival 2015:

- 2,008 cyclists participated in 7 events (the economic impact calculations do not include family and friends traveling with cyclists)
- 19% rode in the area more than 10 times in 2015, 14% rode 4-10 times, 31% rode 2-3 times and 35% rode in the area for the event alone

- 50% have a university/college education, an additional 31% have a post-grad degree, well above the average demographic of summer visitors
- 61% stayed in the area for 2 or more nights, 17% stayed 1 night the remainder were day trippers
- 2% were international visitors from USA, Europe and Asia
- 50% consider themselves serious riders, 16% identified as racers, 30% casual and 2% beginners
- 52% dined and 34% shopped in the Village
- 33% shopped and dined in neighboring communities
- 41% choose Centurion as the only event they participated in 2015, 36% did 2-3 events and 22% participated in 4 or more cycling events

BMVA supports the South Georgian Bay Cycling Coalition's paved shoulder recommendations, particularly on Grey Roads 119 and 31.

\*The economic impact is calculated using the Ontario Ministry of Tourism, Culture & Sport's TREIM model with data from event participation surveys. In our opinion, this number is very conservative. We do know this demographic is above average in education, earnings and spending.

Sincerely,



Patti Kendall

Director, Marketing & Events

Blue Mountain Village Association

cc Kim Wingrove, CAO, Grey County  
Bryan Plumstead, Economic Development & Tourism Manager, Grey County  
John McKean, Mayor, Town of The Blue Mountains  
Shawn Everitt, Director Community Services, Town of The Blue Mountains  
Bill Abbotts, South Georgian Bay Cycling Coalition  
Lindsay Ayers, Manager, Environment & Planning Services Blue Mountain Resorts LP

Blue Mountain Village Association

796455 Grey Road 19, Unit #2, Blue Mountains, Ontario, L9Y 0N8 (705) 444-7398 ext. 227