



est. 2004



est. 2013



est. 2018



est. 2016

EVENT REPORT



EPIC RIDES SERIES

Where beginners, seasoned amateurs and the world's fastest pros come together to enjoy 3 days of mountain bike culture, live music, and world-class singletrack.

The Carson City Off-Road: A year around international marketing vehicle that generates millions of impressions and culminates with thousands of out of town guests visiting the community and spending money.



Corporate Resume



At Epic Rides, each of our events is more than just an event. It's a celebration of the bicycle, the outdoors, and the individuals and organizations who make the mountain biking community the coolest group of people on the planet. World champions, up-and-comers, weekend warriors, first-timers, people in gorilla suits being chased by people in banana suits – you'll find them all at Epic Rides events.

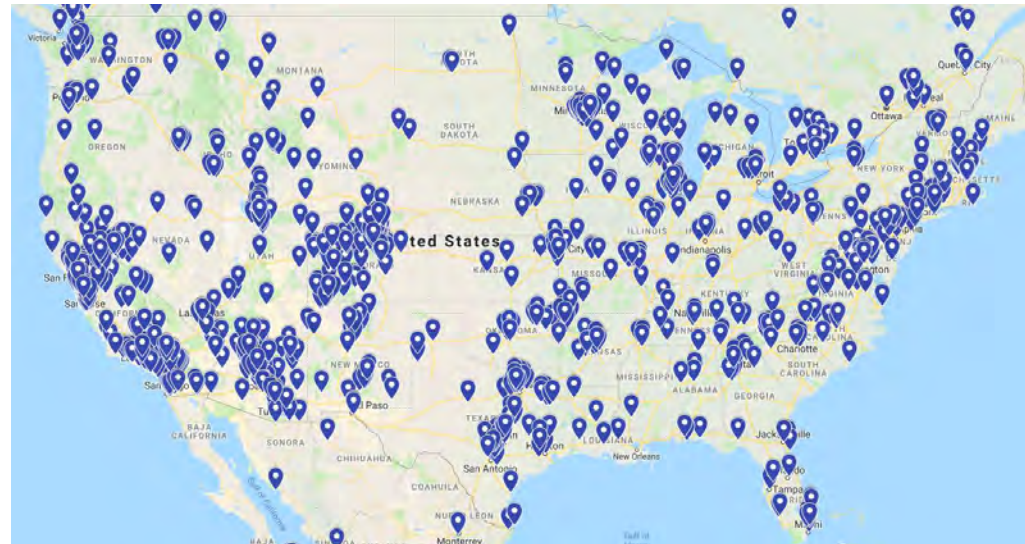
- 9 full-time employees, 8 part-time employees
- 45 seasonal staff members
- Successfully producing cycling events for twenty years
- 6 major mountain bike event properties
- A significant contributor to local/national charities and regional economies
- High profile event management team
- Seasoned in coordinating, communicating & cooperating with a wide variety of land managers/owners and tourism agencies/organizations
- Acknowledged for integrating *Leave No Trace* practices within the large scale event environment
- Relationships with all major cycling media & influencers



Annual Event Goals

Together in 2016, Epic Rides & Carson City partnered to position Carson City, Nevada as a globally relevant mountain bike tourism destination. Honored by Interbike as the Domestic Mountain Bike Race of the Year, the Carson City Off-Road is a winner in the mountain biking sphere. The goals of the event have been to bring greater awareness to Carson City area mountain biking, highlight Downtown Carson City's bike-able retail & restaurant sector, drive tourism, and to enhance the quality of life for Carson City residents while providing a healthy identity for the community.

- Drive registration toward 2,000 ridership
- Attract an estimated audience of 2,500+ bike event attendees to Downtown Carson City over 3 day event
- Continue to establish reputation as a world class mountain bike & community event
- Generate substantial revenues for local businesses during the event, plus drive repeat visitors to the community throughout the year
- Raise \$20K+ in donations for community organizations, and support development of desirable new trails for the community's benefit year around



2013 - 2019 EPIC RIDES SERIES REGISTRATION (by city)

Industry Trends



Nationally, bike tourism accounts for an estimated \$83B in trip-related spending, up from \$71B in 2012. Bicycle recreation also generated \$97B in retail spending, making it the 2nd highest grossing outdoor recreation category behind camping.*



- Youth participation in high school cycling clubs has grown 35% from 2016 to 2017. *“We are growing insanely fast. At no other time in American history has youth cycling been so poised to explode.”* - Austin McInerney, NICA executive director.***
- As Mountain Biking continues to flourish, other sports such as triathlons, are reporting the opposite. U.S.A. Triathlon, the national governing body of the trisport, reported 2018 membership dropped 25 percent over five years.****
- Since 2014, mountain bike sales have outperformed road bike sales. Mountain bike sales increased by 3% in 2017, while road bike sales declined by 12%. A quarter of all bikes sold in the U.S. today are mountain bikes.**

* Adventure Cycling
** NPD

*** Velo News
**** The New York Times

The Participant Demographic

- Target market 36 years old for both male & female
- 83% are male, 17% are female
- 56% are between the ages of 30-49 years old
- 73% are married
- 65% have children, of which half are in junior high school or younger
- 85% own 1 or more homes
- 47% are employed in Science, Technology, Engineering or Math related fields
- 60% are management level or above
- 14% are CEO/Owner
- 56% average HH income of \$100,000+
- 93% spend \$2,000+ annually on mountain biking

Average age of Prescott resident is 56 years old; Epic Rides' predominant audience is 20 years younger than the average Prescottian.

Event Attendance



Bike Event Stats

- Total Registered: 941
- Total Participants: 803
- Survey Respondents: 28%

Estimated Total Bike Event Attendees: 2,535

- Rider Parties: **2,210**
- Sponsors, Media, Crew: **225**
- Volunteers & Local Support: **100**

Annual Growth Rates of Registered Riders

- 2019: 4%
- 2018: -1% *
- 2017: 34%

* Heavy snowfall required the 2017 event to use a laps format, which caused the downtick in registration for the 2018 event.

* 2019 event required the event date to change after opening registration.

Event Health

- Retention 2019 v 2018: 35%
- First-time Participants: 58%

Attendee Origins

- Outside Carson City: 85%
- Outside Nevada: 61%
- 252 cities
- 26 states
- 9 countries
 - Argentina
 - Australia
 - Brazil
 - Canada
 - Colombia
 - Ecuador
 - Germany
 - Mexico
 - United States

Top 5 States

- Nevada
- California
- Arizona
- Utah
- Colorado

Off-Road Series Participation

WOR + GJOR + CCOR + OTOR: 64 riders

CCOR + GJOR: 116 riders

CCOR + WOR: 180 riders

CCOR + OTOR: 88 riders

Visitor Statistics



Estimated Total Bike Event Visitors: 2,102

- Overnight: 1,286
- Day: 816

Visitor Statistics

- Average nights stayed in Carson City: 2.5
- Average party size: 2.6
- 54% stayed 2 nights or more

Accommodations in Carson City

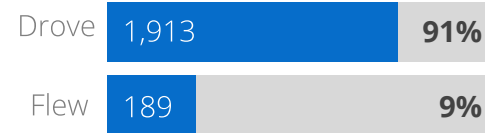
- 1,252 Estimated Total Nights Booked, of which:
- 1,068 Estimated Hotel Room Nights Booked
- 184 Estimated Rental Property Nights Booked

Accommodation By Type:

- Stayed in hotels/motels/inn: 34%
- Stayed in rental properties: 5%
- RV/tent camped: 15%
- Stayed with family or friends: 7%
- Non-resident but did not stay overnight in Carson City*: 39%

* May have stayed overnight outside Carson City

Arrival Method of Visitors



* Reno-Tahoe is primary airport

Destination Travel

- 38% of non-resident attendees were first-time visitors to Carson City
- 96% of non-resident attendees came to Carson City solely for the Carson City Off-Road

Hotels Utilized

Wyndham Garden Carson City Max Casino, Hardman House, Plaza Hotel & Conference Center, Courtyard by Marriott, Hampton Inn, Carson Tahoe Hotel, Holiday Inn Express, Bliss Bungalow, St. Charles Hotel, Rodeway Inn.

Pro Category

2019 Pro Rider Count

- Total Pro Registrations Across Series: 467
- Total Pro Registrations at Carson City Off-Road: 94
- Total Pro Starters at Carson City Off-Road: 83

Cash Purse *(Equal Pay)*

- \$30,000 backcountry cash purse at the Carson City Off-Road
- \$2,000 fat tire crit race additional cash purse
- \$10,000 overall series purse, each stop presents an opportunity to accumulate points

What the Pros are saying about their Carson City Off-Road experience:

"This is such a killer event. At the World Cups, it's all business. Here you have all the amateurs racing, too, and everyone is just super pumped on bikes. It's such a great scene that's really helped revive mountain bike racing in the U.S."

- Russell Finsterwald, Clif Pro Team; Source: VeloNews.com

"On the road into town just a mile from the finish, it was a crazy powerful feeling to realize I had just secured my first ever pro Epic Rides podium among the best riders in the country. Shaking hands with those guys and standing on their podium was truly amazing, and something that I will be trying to repeat in the future."

- Riley Amos, Bear Development Team; Source: BearDevTeam.com



Economic Impact



Estimated Direct Spending* Bike Event Attendees Only

2019: \$701K

Visitors \$607K, Residents \$94K
Includes \$23.1K Donations

2018: \$671K

Visitors \$580K, Residents \$91K
Includes \$22.8K Donations

2017: \$588K

Visitors \$507K, Residents \$81K
Includes \$22.6K Donations

2016: \$510K

Visitors \$437K, Residents \$73K
Includes \$11.7K Donations

ESTIMATED 4-YEAR DIRECT SPENDING:

\$2.5 Million

Visitors \$2.2M, Residents \$339K

Includes \$80K donated to local mountain bike
clubs and community organizations

**Estimated Direct Spending directed by Carson City Culture & Tourism Authority*

Economic Impact



Estimated Direct Spending by Category* 2019 Bike Event Attendees Only

\$701K Visitors \$607K, Residents \$94K

	Visitors	Residents
• Transportation at/around the venue (gas, Uber, etc.).....	\$59K	\$2K
• Lodging in Carson City (hotels, house rental, tent camping, RV fees).....	\$185K	\$0
• Groceries purchased in Carson City.....	\$51K	\$8K
• Restaurants & Bars in Carson City	\$184K	\$24K
• Merchandise purchased from Expo.....	\$68K	\$52K
• Beer Garden benefitting The Boys & Girls Club.....	\$8K	\$2K
• Shopping, Souvenirs & Gifts outside the event expo.....	\$14K	\$1K
• Other/Miscellaneous Expenditures in Carson City.....	\$24K	\$3K
• Donations (excluding beer garden above).....	\$14K	\$3K

**Estimated Direct Spending directed by Carson City Culture & Tourism Authority*

Estimated 2019 Tax Generated: \$44K

- Combined Municipality: \$27K
- State: \$17K

Total 2019 Donations: \$23K

- Local mountain bike clubs and community organizations.**
 - Muscle Powered
 - Boys & Girls Club
 - Carson City Sheriff's Office, Search And Rescue
 - Tahoe Area Mountain Bike Association (TAMBA)
 - Nevada State High School Cycling League

***Not a full list of beneficiaries, top recipients listed.*

Social Media Activity and Value

Facebook Activity and Reach

Data from Carson City Off-Road Facebook Page Dec 15, 2018 - July 31, 2019*

New users **1.11K**

Post Reactions **3.86K**

Data includes Twitter, Facebook, Instagram from Dec 15, 2018 - July 31, 2019**

Social Media Reach/Impressions **499,939**

Social Media Engagement/Interactions **33,262**

Social Media Likes **2,445**

Online Community

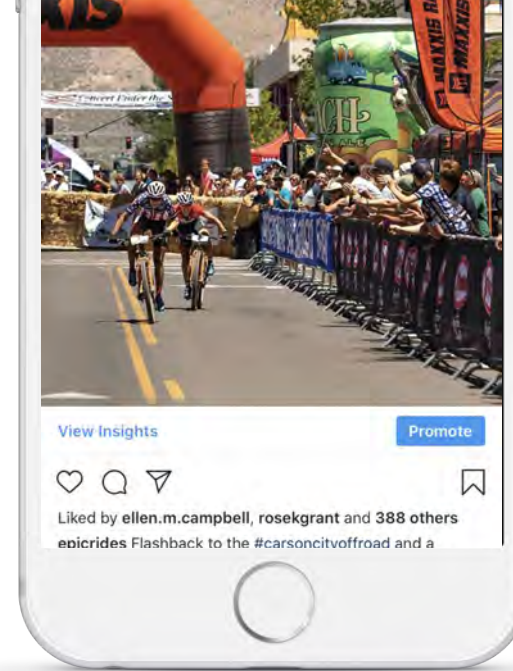
Carson City FB Total Followers **2,307**

Annual Reach: **30.6K**

Epic Rides FB Total Followers **15,258**

Annual Reach: **84.7K**

Epic Rides Instagram Followers **17,753**



Genius Monkey Activity and Reach

Data from Genius Monkey April 24, 2019 - June 23, 2019***

Views/Impressions **1,291,596**

Clicks **4,130**



2019 Carson City Off-Road Social Media Value

\$5 for every 1,000 impressions = 499,939 impressions **\$2,499**

\$.50 for every engagement = 33,262 engagements **\$16,631**

\$85 (average) Per Post**** = 76 Carson Off-Road posts by Epic Rides **\$6,460**

Total Social Media Value
\$25,590

*Data Source: Facebook Analytics

**Data Source: Brand 24

***Data Source: Genius Monkey

**** Carson City Off-Road Facebook Page only, does not include any other Epic Rides Platform

NOTE: Social media summary above only factors Epic Rides ecosystem and does not include participant and influencer reach

Earned Media Summary



As digital marketing and social media continue to evolve, so has earned media. Earned media for the Whiskey Off-Road can be harnessed in several ways and found on multiple platforms. A small sampling below:

Online and Social Media Presence

You Tube



Fat Tire Crit with Sofia Gomez Villafañe
1.6K views



Summer of Dirt Episode 1
4.9K views

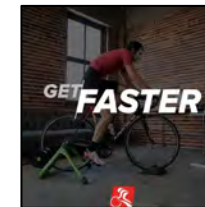
Podcast Mentions



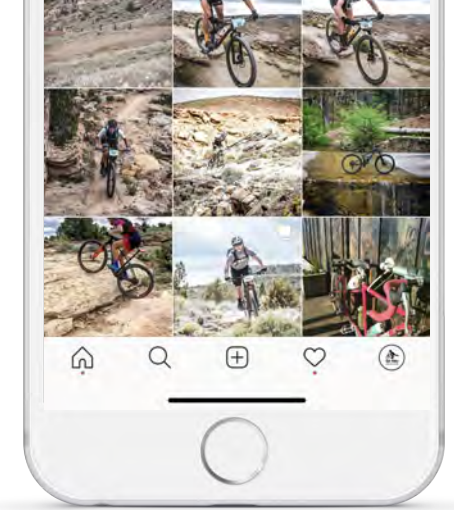
50,000 - 300,000
Downloads/Show



18,000
Downloads Weekly



65,000
Downloads Weekly



329k+

@kateplusfate
Kate Courtney



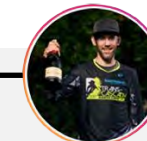
12k+

@sofithevilla
Sofia Gomez Villafane



7.8k+

@finsty
Russell Finsterwald



18.6k+

@geoffkabush
Geoff Kabush



16.5k+

@katkanash
Katerina Nash

Top Pro Rider Social Media Presence

Online News Sources - Annual Unique Visitors



30,000



100,000



25,000



3,073,000



2,350,000



125,000

Click logos and images to link to articles and posts

Additional Visits

Along with the \$701K economic impact during the event weekend, repeat visitors to Carson City contribute to the local economy throughout the year, infusing an additional \$96K in incremental value into Downtown Carson City.

Of the 803 participating riders in 2019:

- 85% are from outside Carson City
 - 16% visited in advance to pre-ride the course
 - 70% planned to return within the year to ride the trails
- Day trippers estimated spend - **\$61**/person
- Overnights estimated spend - **\$216**/person

Total Est. Returning Visitor Value

\$95,989



What is the 2019 Carson City Off-Road Worth?

\$701K Est. Direct Spending
+
\$26K Social Media
+
\$96K Return Visits
=
\$823K



Event Feedback

"The event delivers the highest revenue intake over 4 days for the year at The Fox Brewpub."

We experience a 25% to 35% increase in sales over the course of the 4 days in comparison to similar weeks and events from May to September, which are our busiest months.

- Jim Phalan, Owner, The Fox Brewpub

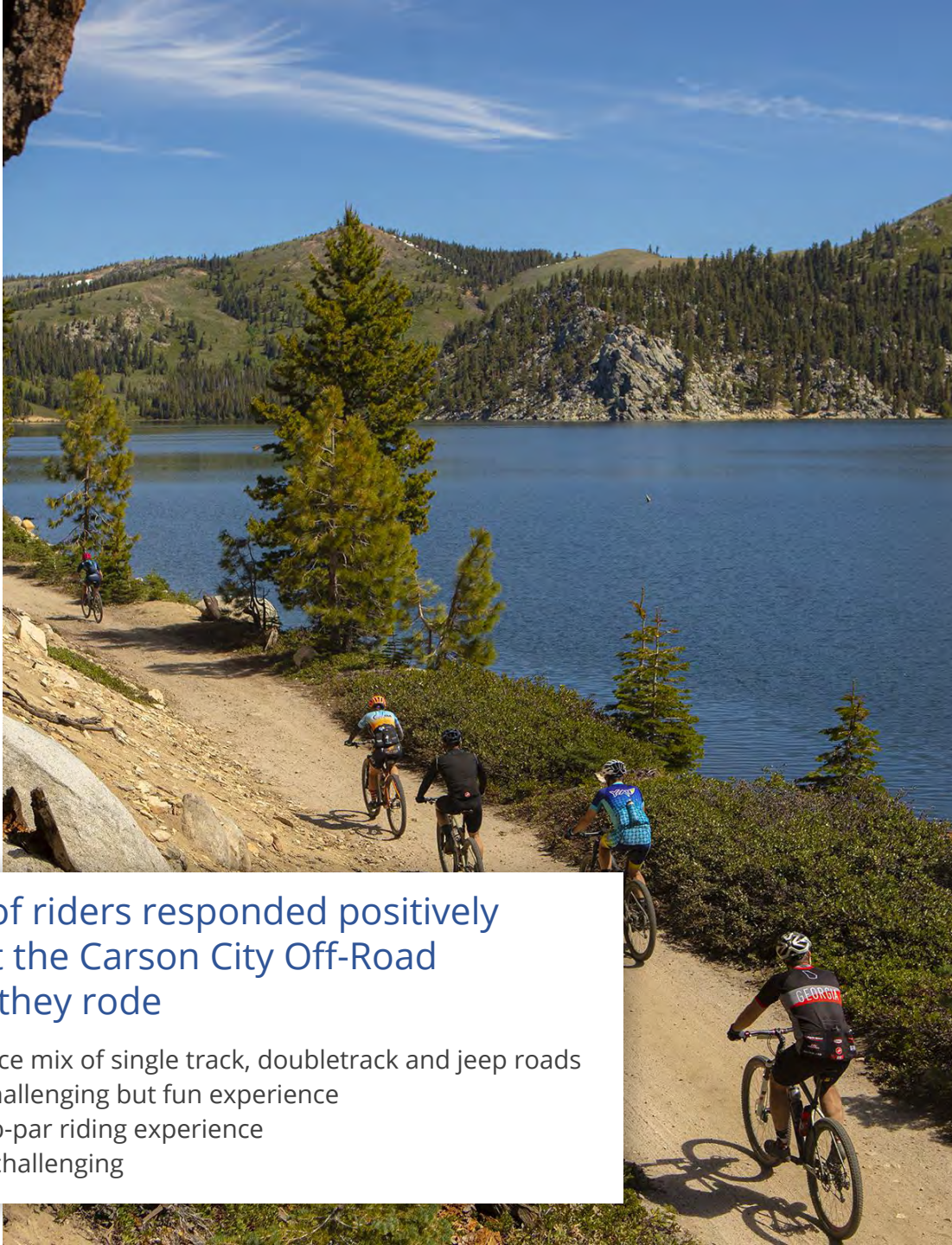
97% of attendees would recommend the Carson City Off-Road to a friend or colleague

92% of non-resident attendees are more likely to return to Carson City after having a positive experience at the Carson City Off-Road.



"The ride was amazing. And, the organization of the course, aid stations, volunteers, and night life was all fantastic!"

- Samuel Hirschmann, San Mateo, CA



94% of riders responded positively about the Carson City Off-Road trails they rode

66% A nice mix of single track, doubletrack and jeep roads

28% A challenging but fun experience

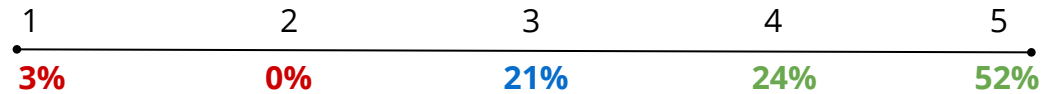
4% A sub-par riding experience

2% Too challenging

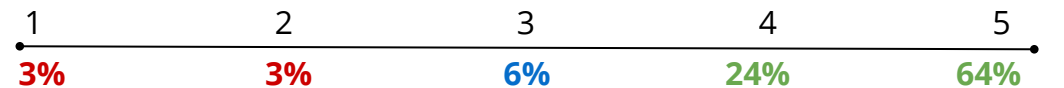
Trails Experience

Rate on a scale of 1 to 5 (5 = easy, 1 = very difficult)

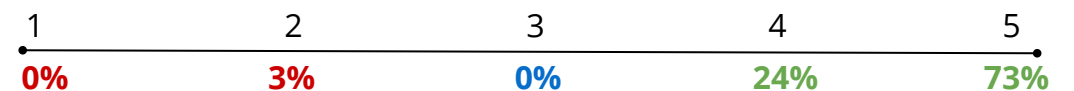
Your experience **identifying alternative trails** to ride outside of the course.



Your experience **navigating the trails** you rode.



The **quality of trails** you rode



2020 Objectives

- Grow to 1,200 registrations
- Enhance out of town guest experience by featuring Carson City's culture, history and attractions
- Evolve media coverage within changing media/digital landscape
- With support of all permitting agencies & trail advocacy groups, further cultivate rider experience by highlighting areas newest trail assets



Thank you for your Support!



Community of Carson City

Nevada State Lands & Nevada State Parks

Carson City Culture & Tourism Authority (CTA)

Carson City Parks, Recreation and Open Spaces

Carson City Municipality:
Public Works, Sheriff's Office, Fire Department,
Search and Rescue

Carson Ranger District,
Humboldt-Toiyabe National Forest