



WILDWOOD

Economic Development Committee

July 19, 2023 Meeting

2023 Tour de Wildwood

Overview

The City has hosted the Tour de Wildwood in some form since 2005. The event is held on the first Sunday of October and limited to no more than 300 riders, given safety concerns on the system of rural roadways in the City. There are two (2) courses, short and long, and most riders can complete the longer ride in no more than five (5) hours from the 8:00am start time.

Over the last several years, the event has been a partnership between the Missouri Bicycle and Pedestrian Federation and the City of Wildwood. The Federation, as part of this partnership, managed all the pre-registrations and event day registrations, marked the course, and provided the sag wagon to assist riders during the event. The City managed all police services, food/drinks, venues, and aid stations, including coordinating with Babler State Park, which hosts a part of the course. Big Shark provided bicycle checks before the start of the event and offered a new bike as an entry prize. All entry fees were retained by the federation. In previous years, the entry fee was \$50.00 per participant.

This year, a change is planned, if the event is held. The Federation and the City would partner again, but the allocations of fees would need to change. Also, with Paul Wojciechowski and David Glaser's untimely passings, it would be a nice gesture to have the event in their honors. The Department has a meeting scheduled for Wednesday, July 19th, at 2:00 p.m., with the Federation representatives to discuss this year's event and how best to make it successful for both parties.

Sponsorships

The Department would like to reach out to local bike shops to see if any are interested in becoming sponsors of the event. Specifically, the Department would like to reach out to the following businesses:

- Big Shark
- Trailhead Bicycles
- Ballwin Cycles
- MTB Shed – Bike Shop
- Trek Bicycle
- SBR of St. Louis

By engaging bike shops from neighboring areas as sponsors for the Tour de Wildwood, the City has an opportunity to not only enhance the event but also strategically position Wildwood as an attractive location for potential expansion. Encouraging these bike shops to establish a presence in Wildwood Town Center can contribute to the vitality of our local economy. By highlighting the charm and attractiveness of Wildwood as a potential business location, we can pique the interest of bike shop owners who may be considering expansion. Presenting the Tour de Wildwood as a platform to establish

a connection with our community will demonstrate the potential market and customer base that exists within Wildwood.

Proposed Changes to the Tour de Wildwood

The Department wanted to provide a plan for the upcoming Tour de Wildwood event and the proposed changes in event management and fee collection. The Department is requesting feedback and guidance regarding the City's involvement and the potential financial implications of hosting the event in 2023.

The Department would like to propose that the City of Wildwood takes responsibility for collecting entry fees for this year's Tour de Wildwood. While the City still intends to collaborate with the Missouri Bicycle and Pedestrian Federation, the City would limit their involvement to course marking and providing a sag wagon for rider assistance during the event. In return, the City would pay the Federation a flat fee for their services.

By assuming control over registration and fee collection, we anticipate a gross revenue of approximately \$15,000.00 if 300 participants register at a rate of \$50.00 per person. However, it is important to note that hosting the event would incur expenses. Based on preliminary estimates, the Department anticipates expenses ranging from \$5,000.00 to \$8,000.00.

The Department recommends moving forward with the Tour de Wildwood with the proposed changes. The Department is requesting input from the Economic Development Committee regarding the feasibility of holding the event in 2023.

Once the Committee has shared their insights, the Department can collectively assess the feasibility of hosting the event and determine the most appropriate course of action. It is essential that the City consider the potential benefits to the local economy, the anticipated revenue, and the overall costs involved.