**Outside Bike & Brew Festival Final Report**

As was noted in a blog on BIKE Magazine’s website, the cycling and beer Gods were shining down on Santa Fe with the return of Outside Bike & Brew Festival (OB&B). While it’s true that Bike & Brew converged the best of cycling and craft beer worlds, it was also true that Mother Nature was in control and could not be overlooked. In terms of a festival experience, OB&B delivered on the most important factors: the quality of cycling, the music lineup and delicious craft beer. From the feedback and comments collected, we are certain the festival concept is solid, and with early planning, new sponsor energy and cooperative weather, the event format shows enormous potential.

OB&B persevered through the cold and wet weather and attracted over 700 cyclists to participate in a variety of rides, tours, and clinics over five days. A mix of locals and tourists showed up to ride in Santa Fe, regardless of the conditions. OB&B sold out 15 of 25 rides and had a 90% turnout from cyclists who registered.

One of the highlights of OB&B was the SRAM Gold Rusch Tour, a group of six female professional mountain bikers who led a two-day clinic for women consisting of two rides and two technical sessions. The feedback has been universally positive and we have already secured the Gold Rusch Tour for 2016, with the potential to add their sponsors, like Camelback, Niner Bicycles and Smith Optics, to the bike EXPO next year.

The festival EXPO, main stage and beer garden hosted a total of 2,200 guests over three days. Weather again made the vendor experience challenging, but with the return of sunshine on Saturday evening, one of the vendors sold $850 worth of product in 2 hours. The main stage and beer garden contributed significantly to the cost of the festival but it also generated 1/4th of the total income and became one of the more talked about elements leading up to the festival weekend.

While it took significant work to achieve, we expanded the event from the Railyard to include the Railyard Park, which proved to be an excellent headquarters for the festival. To host a beer garden in a public park, Cycle Santa Fe had to obtain a variance from City Council, which was granted unanimously. Council shared their thoughts on safety and sobriety, but more than anything expressed their support for Outside Bike & Brew.

The Santa Fe Century celebrated its 30th anniversary with 2,700 cyclists for the Gran Fondo and Century ride. The ride began with a mass start of over 1,000 people at both the 7AM and the 8AM start. Increased ride stops, catered food stations and a larger beer garden enhanced the experience and satisfaction of cyclists for this landmark year.

What continues to make OB&B a fun and unique festival is our inclusive approach and our ability to partner with multiple organizations to make the event fun and diverse. We plan to expand our outreach into the community and find more ways to engage the business community in the planning and implementation of the event. We want the event to have a national caliber but a local feel, and continue to shine the spotlight on the amazing cycling and ever growing craft beer scene Santa Fe has to offer.

**Advertising, Marketing & Promotions:**

In total, $48,200 was spent on advertising and marketing, but the actual value of paid and in-kind marketing was a combined $740,000. City of Santa Fe OTAB and Santa Fe County LTAB grants subsidized $25,000 of the marketing and advertising budget.

National advertising for OB&B was anchored by 3 full-page ads in Outside Magazine and messaging was echoed on Outside’s social media and website. DRAFT Magazine and Mountain Flyer each ran full-page paid advertising and promoted the festival on their websites and social media platforms. Television ads, radio and regional and local print rounded out the campaign and $14,000 was dedicated to pay for social media for OB&B and the Santa Fe Century. A street team of volunteers helped distribute flyers, posters, beer coasters and program guides around Santa Fe and Albuquerque.

One tenth of OB&B’s marketing budget, about $4,000, was dedicated to paid Facebook advertising with remarkable results. The overall campaign generated over 450,000 impressions and the :30 TV commercial was viewed over 15,000 times. We thing digital and social media will play a growing role in marketing this festival in future years. Photography and video collected this year offer content for video marketing, social media posts and website development.

**Attendance Statistics**

The results of the Visitor Survey provide information about attendance; average party size and average visitor spending.

* The number of unique visitors to the Outside Bike and Brew in 2015 was 4,072. The number of unique visitors to the Santa Fe Century in 2015 was 2,658.
* Combined attendance for the two events in 2015 was 6,730.
* According to zip code responses, 42.7% of the visiting population for the Outside  Bike and Brew from outside Santa Fe (nonlocal). For the Santa Fe Century, 60.1% of the visiting population was nonlocal.

**Economic Impact**

OB&B and the the Santa Fe Century attracted a combined, 6,730 unique visitors to the two events. Visitors spent over 1 million dollars ($1,005,129) on purchases resulting from the events, generating $62,481 in Gross Receipt Tax (GRT).

Out-of-town visitors to the two events in 2015 spent an estimated $838,716 on lodging, food, transportation, entertainment, shopping, and other expenses – generating $51,367 in GRT. We estimate that Santa Fe residents spent $166,414 in total as a result of the two events and generated an estimated $11,114 in GRT.

OB&B and Santa Fe Century resulted in approximately $164,514 in combined employee salaries, contracts, and contract labor wages.

We estimate that the economic impact of the two events, including spending by visitors, GRT resulting from spending, tax income from Lodger’s taxes, employee salaries, contracts, and contract labor wages, comes to an estimated total of $1,248,149.

**Weather Related Impact on the Event**

Weather had a major impact on attendance at the event. 8,500 people attended the OB&B in 2014. The attendance was half of what it was in 2014 as a result of rain during the duration of the event. SWP estimated economic impact as a result of the event assuming OB&B attendance at the 2015 event was equal to the 2014 event. If 2015 attendance levels had remained the same as 2014:

* Total estimated combined event spending would have been $1,616,855
* Total lodgers tax would have been $23,096 for the combined events
* Total GRT would have been estimated at $100,194
* Estimated total tax revenue would have been $123,290
* Total estimated wages and contract impact would have been $164,514
* Estimated total economic impact would have been $1,904,659

**Outside Bike & Brew Feedback Survey**

As part of the economic impact survey study, Southwest Planning included three open-ended questions which generated 268 responses. This feedback has been helpful in determining what aspects of the festival were well received and what could be improved in future years. We have pulled some of the more interesting comments and tallied some of the more frequent responses.

**Q. Please tell us what the the Outside Bike and Brew did well this year?**

* 25 individuals specifically used the words “well organized”

*“It was well organized and ffriendly, while still maintaining a “home grown” feeling. The events were a lot of fun!”*

* 25 women mentioned the Rebecca Rusch clinic and Ladies Lounge.

*“Excellent group rides, the women’s Rebecca Rusch clinic changed my entire relationship with my bike and made me SO much more excited to ride!”*

* 43 people mentioned concerts or band lineup and 8 said Rev. Horton Heat.

*“The only suggestion I would make is to keep the good bands coming. I thought the mix this year was very good. Please just don't settle on one genre like many venues do here in SF (Americana, Jazz, etc.). Keep the eclectic approach going!”*

* *28 people mentioned the bad weather, but were impressed how we handled it.*

*“You managed the inclement weather with great calm and made the best out of a less than ideal situation.”*

**Q. Please tell us what Outside Bike & Brew could improve for next year?**

* 28 comments referenced weather and having a backup plan.

*“Better Weather/What to do in case of inclement weather/covered space against rain or sunshine/An inclement weather plan.”*

* 18 people mentioned directions, map, locations of events, updates.

*The meeting locations for the rides and clinics were not always specified clearly. Being from Santa Fe I was fine, but I heard talk from out-of-towners who could not find trailheads or did not know which trailhead their ride departed from.*

*When it was snowing on Saturday I didn't have any way to know whether my MTB clinic would be canceled, but I went and it wasn't canceled and the weather cleared, so it was no problem. For next year, perhaps a number to call for info about event details, cancellations and locations?*

* 10 people mentioned the three-beer limit was unnecessary, more beer please.

“*No 3 beer limit in beer garden or bike and brew showcase. I enjoyed receiving a pint glass with my entry in 2014 to the bike and brew showcase. It's memorabilia that I can hold on to, and it reminds me of the event and encouraged me to attend in 2015.”*

**Q. Are there any other comments you would like to share with Bike & Brew?**

*“We would have stayed in town and participated in more activities if the weather was nicer. Really great event please bring back each year!!!”*

*“Great event; as a thirty year resident (and first female finisher, Liz Evans, in 1987) it is super to see the railyard come alive and so many folks on bicycles. There were so many young people around. I think SF/NM needs to get serious about he demographic we attract to this state and events like this help.”*

*“This event is critical to growing the outdoor economy in northern New Mexico and Santa Fe. I have attended Bike & Brew's first two years and spent money profligately in Santa Fe to support Bike & Brew and plan on doing so in the future.”*

*“Thanks for putting it on. It is the second best vacation I've ever taken in my life. (Second only to my trip in Whistler, B.C.) Santa Fe is amazing. All the Bike and Brew volunteers are amazing. Great, great people. Good food. Good beer. Great camping. Great mountain bike trail. Great hiking trails. I was blown away at how awesome Santa Fe is and how awesome the Bike and Brew fest is. Thanks! For! Everything!”*

*“Less police more beers. After the long rides and long days it was nice to enjoy some good music and to let loose a bit but way to many police and way too few beers made it a bit of a drag.”*

*“There were a lot of events that were overlapping each other. Clinics overlapped music, which overlapped beer dinners. I wanted to attend more events, but couldn't.”*