

Visit Loudoun Tourism Marketing Leverage Fund Application

COVER PAGE

Project Title: **The American Century of Bikes and Brews**

Total Funding Request: **\$10,000**

Organization/Business Name(s): **Historic Sportive, LLC**

Organization/Business Type:

Non-Profit* **For-Profit** Coalition Other

Mailing Address: **4900 Three Chopt Rd., Troy, VA 22974**

Application Contact Person: **Matthew Buttermann**

Title/Relationship: **Operations Director**

Address: **4900 Three Chopt Rd., Troy, VA 22974**

Phone: **434.465.1179** or **Brian Ignatin 215.598.3864**

Email: americancenturycc@gmail.com



VISIT LOUDOUN



Tourism Marketing Leverage Fund Application Checklist

The following checklist of items is included to assist you with your application. If an item on this list is relevant to your funding application, it must be included within or in addition to the application. This is not an exhaustive list; if there is something else that would assist the review committee in reviewing the application, it should be provided. Please sign the completed checklist and return it with the application.

I have included the following to be considered as part of the funding application:

Advertising

- ✓ Media placement plan, including publication names and schedule
- ✓ Design quote (For in-kind contributions indicate full value and the amount credited as the in-kind contribution)

Demonstration of where the website will link to the Visit Loudoun website, promote overnight stays, etc.

- ✓ Design quote (For in-kind contributions indicate full value and the amount credited as the in-kind contribution)

Printed Materials/Brochures

- ✓ Explanation of how overnight stays, longer visits, etc. will be promoted
- ✓ Mock-up or sample of the printed material/brochure
- ✓ Design quote (For in-kind contributions indicate full value and the amount credited as the in-kind contribution)
- ✓ Distribution plan and schedule
- ✓ Distribution (fulfillment) cost to out-of-county audience

Trade Shows and Displays

Objectives and audience
Booth/displays usage plan
Mock-up of design
Design quote (For in-kind contributions indicate full value and the amount credited as the in-kind contribution)
Booth rental/participation fees

Websites/Online Marketing

- ✓ Site plan
Wire frames, if you have them

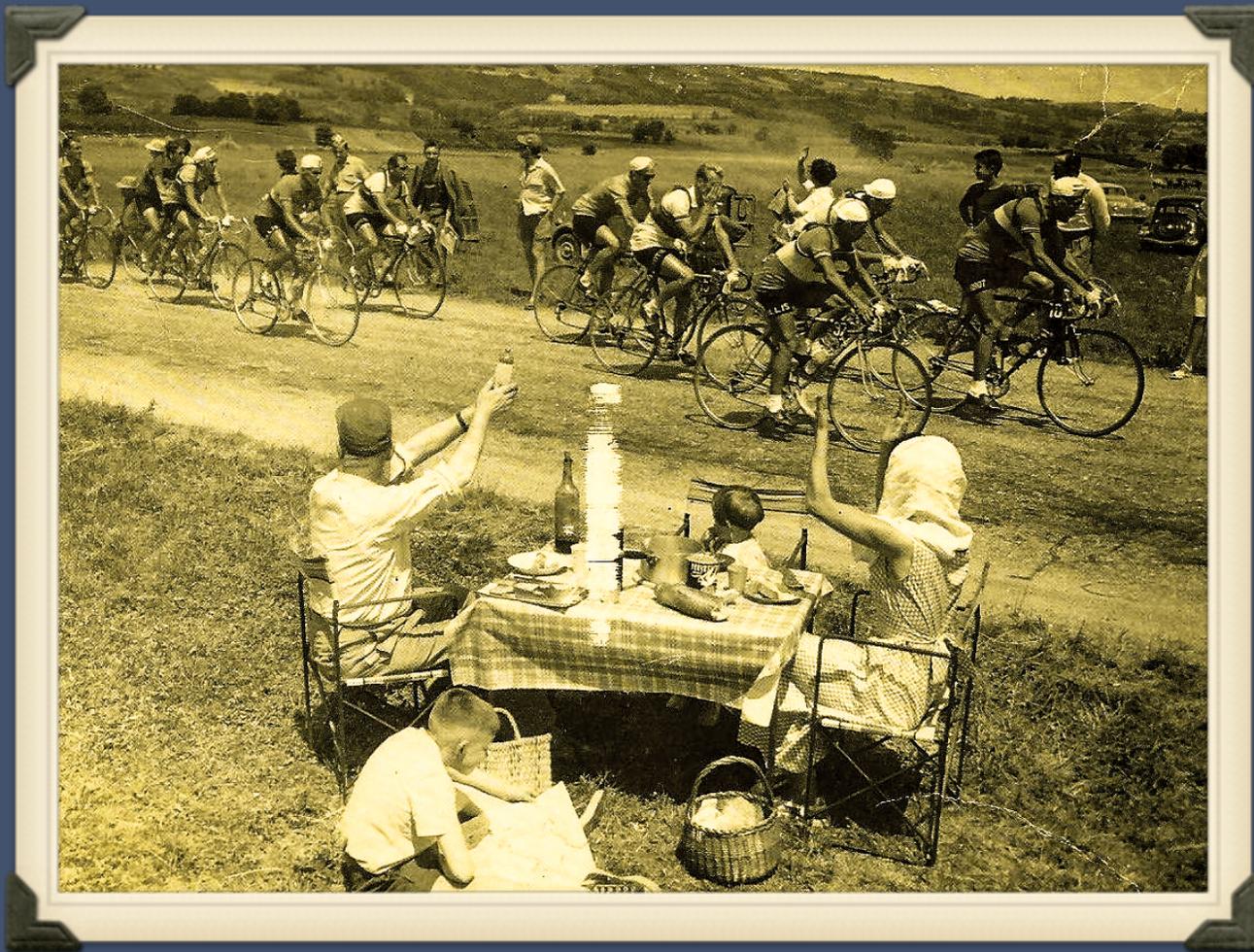
Attendance Builder for FAMs, Site Visits, etc.

Schedule for building attendance
Target audience and expected results
Mock-up or sample of marketing materials
Explanation of how overnight stays will be promoted
Tour itinerary

Project Title: **American Century of Bikes and Brews**

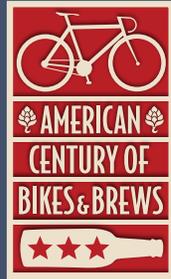
Contact Person: **Matthew Butterman**

Signature: Matthew Butterman Date: 1/26/15



American Century of Bikes and Brews

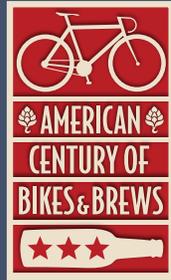
Leesburg, VA, August 29-30, 2015



“The promise of a
Catoctin Kolsch
will get me home.”

go2thebeerjoint.com

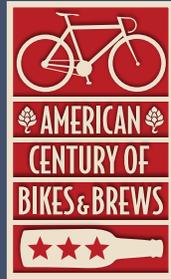




“After they’ve tasted our home-baked goods, the Potomac Pedalers will make Leesburg a regular weekend cafe ride.”

momsapplepieco.com





“Leesburg is so old-school romantic. We should come back here for a weekend break.”



Organization mission and goals

Aim:

Reignite the passion of Americans to use countryside bicycle excursions to find self-fulfillment and happiness. The American Century of Bikes and Brews celebrates the past, present and future of bicycling in the United States.

Objectives:

- Build mutually beneficial partnerships with Loudoun County and local public and private bodies.
- Engage the artisan bicycle industry.
- Engage the craft brewing industry.
- Engage women and men who love to bake and are proud of their creations.
- Provide active, healthy childrens' activities.
- Promote select tourism venues to cyclists across the USA and internationally.
- Year One Draw 250 participants from outside Loudoun County.
- Year Two Draw 500 participants from outside Loudoun County.
- Year Three Draw 1,000+ participants from outside Loudoun County.

Project description. How will you incorporate the Visit Loudoun logo or acknowledgement of Visit Loudoun?

The ACBB will initiate visitors to the scenery, history, vineyards, breweries and culture of Loudoun County. What results from this inspiring experience will be exceeded expectations and lasting memories that will motivate future visits to Loudoun County.

(more overleaf...)

Organization mission and goals (continued from previous page)

Event: A two-day festival event featuring...

- *Out-venue:* day-long bicycle rides through the heart of historic and scenic Loudoun County,
- *In-venue:* dirt track races for high-wheelers and 'safety' bikes, a bicycle concours d'elegance, Choice Cycling Cake contest, Best Brew for Bikers contest, live music by a Loudoun County skiffle band.

Loudoun County incorporation...

The Visit Loudoun logo will appear on all printed collateral and press releases, the Visit Loudoun logo and a link will be prominently featured at the event website (www.artisanbikefest.com), and the Visit Loudoun logo will be featured on banners and signage that are typically captured by event and press photographers. We will present particular Loudoun County businesses at apposite points in our promotions.

Implementation schedule

Event dates: August 29 and 30, 2015

Website launch: March 1, 2015

Print advertisements: April through August, 2015

Participant recruitment: March through August

Local promotion: June through August

Target audience & projected local income during event weekend

According to professionally managed participant surveys during the past five years, conducted at numerous related cycling events, we expect the following:

Geographic: 1. DC Metro area, 2. Mid-Atlantic, 3. National.

Age groups: 68% of our market is aged 35+

Gender: 54% male, 46% female.

Income: Median HHI \$95,000/year.

Sociability: 80% travels to cycling events with family or friends.

Overnight stay: 71% (47% one night, 24% two nights).

Married: 67%

HHI: 53% \$90k+

We assume that Loudoun County has its own formulae for predicting tourism revenue, but according to our research, in addition to our event expenses, the average participant is expected to spend in the region of \$175/day on food and accommodation per overnight visit in Loudoun County.

80% of our participants travel with family or friends and 67% are married, so 500 participants at our event can yield in the region of \$85,000 in taxable revenues, assuming 47% stay one night, 24% stay two nights and 40% bring two non-participating family members. Projecting forward as the event grows, 1,000 participants should yield roughly \$170,000.

How will this project promote tourism, travel, or business that will generate tourism or travel in Loudoun County? How will this increase visitor spending? How will it reach out-of-county markets?

The ACBB is designed as a destination event that will be patronized by a large percentage of participants from the Washington D.C. Metro area in Year One. As the event grows over a 10-year span, this market will expand through our own social media, journalist reports, and advertising across North America and then into Europe and East Asia. A unique and newsworthy format is a large part of the appeal for visitors.

The event schedule, spanning two days, with a concours d'elegance on Saturday morning and an early morning start for Sunday's mass-participation ride, is designed to encourage overnight stays in Loudoun County. By featuring the products of local breweries, bakeries and wineries at our event we will encourage patronage of these industries by out-of-towners.

Additionally, by showcasing the best of Loudoun County on our mass-participation ride – quiet gravel roads, history and scenery – a legacy benefit for Loudoun County will be achieved with return visits from our patrons to experience again Loudoun County's outdoor splendor.

Loudoun County may, in the future, choose to partner with us and local businesses in enshrining recommended *American Century* cycling routes for traveling cyclists, by using permanent sign-posted routes. These routes would be permanent fixtures on our website, and while not features for the August 29-30 event itself, they would encourage adventurous participants to return and add to the routes they have learned from ACBB.

How will you track and measure the success of this project as it relates to out-of-county visitor spending and overnight stays?

- Our website's Visit Loudoun page features local partners in the food, beverage and lodging sectors.
- We will work with our lodging partners to track take-up of block bookings at official event hotels.
- Google Analytics will be used to track use of this link and to record unique page visits.
- Our Facebook page will use its proprietary analytic system to record demographic and geographic data of our fans.
- Exit surveys from our participants – tied to a prize giveaway to encourage participation – will yield additional demographic and psychographic data.

Partners in this event

We are:

Operations: Matthew Butterman (44) Our regional expert and internationally recognized course-setter, Matt is a Virginia resident and Fairfax County native who began a lifelong love of cycling on the back roads of Loudoun County. A University of Virginia graduate, he has twenty years of event management experience and particular expertise in working with Tourism departments and CVBs. His past and current activities as event director include the Tour of Virginia professional bicycle race, the Alleghany Highlands Cycling Festival, and the Gran Fondo Virginia.

Finance: Brian Ignatin (47) The viceroy of reality, Brian is a successful entrepreneur/executive who launched a second career in Sports Management after many years competing as a bicycle racer. Based in Pennsylvania, Brian is our venue manager and financial controller. Working under contract to the Giro d'Italia organizers, RCS, in 2010, Brian launched a successful nationwide participatory cycling series with five locations across the USA.

Marketing: Paul Skilbeck (52), Our fearless leader in event development, Paul is a Recreation Management graduate from England's prestigious Loughborough University. A marcomm specialist who has consulted for the International Olympic Committee, the International Cycling Union and America's most successful cycling participation events, including the Tour of California and the Sea Otter Classic (attendance 50,000). He has been the press officer at two cycling world championship events. In 2009 Paul, who has made California his adopted home, co-founded Levi's Gran Fondo in Santa Rosa, CA, which drew 3,000 participants in its first year and by Year Three reached capacity at 7,500. Paul determines our marketing strategy. He is rigorous, relentless and gets everywhere.

Will you need assistance from Visit Loudoun for this project, and if so, what type of assistance? Priority will be given to those who have discussed these needs with Visit Loudoun prior to submitting the application.

Apart from the requested financial support, we request

Introductions to local media outlets

Photographs we can use in our pre-event promotions

Introductions to local businesses and local government officials that might be inspired by our plans and who would be interested to participate in our event as a sponsor, a spectator, a rider or a vendor in our expo.

We have requested and discussed our specific needs with Visit Loudoun staff prior to submitting this application.

Identify all public funding sources requested for this program (local governments, state, federal, etc.) and the status of that funding.

No public support has been requested outside of this marketing grant.

Budget - Revenues

AMERICAN CENTURY OF BIKES AND BREWS BUDGET- with low and high profit range projections

										Low Potential Profit	High Potential Profit
										(\$6,587)	\$15,478
INCOME											
ENTRY FEES AND FUNDRAISING										Low Profit	High Profit
Entry Fees	100	400		\$125				\$12,500	\$50,000		
Cross Race entry fees – extra riders	10	100		\$35				\$350	\$3,500		
Supporter's Club	0	15		\$200				\$0	\$3,000		
Expo Entry receipts	50	400		\$5				\$250	\$2,000		
Parking receipts	50	200		\$5				\$250	\$1,000		
Entry/Fundraising total										\$13,350	\$59,500
SPONSORSHIP INCOME	Low	High									
Sponsorship Cash	0	3,000						0	3,000		
CVB Marketing Grant	0	10,000						0	10,000		
										0	13,000
EXPO INCOME											
1-Day Booth Sales	0	10		100				0	1000		
2-Day Booth Sales	10	30		150				1500	4500		
Totals										1,500	18,500
MERCHANDISE INCOME	Low Order	High Order	Unit Cost	Sales Price	Low Cost	High Cost					
T-Shirts	25	200	7	20	175	1400		325	2600		
Water Botte	100	300	6	10	600	1800		400	1200		
Post-Ride Meal – family members	0	50	5	10	0	250		0	250		
Merchandise Total										725	4050

Budget - Expenses

OUTGOINGS

Expenses	Low Attnndce	High Attnndce		Low Cost	High Cost			Low Cost	High Cost
Rider Registration, Timing Expenses			Unit Price						
Custom Race Number	100	400	1	100	400	100	400		
USAC Insurance Surcharge	25	100	2	50	200	50	200		
BRDAA Rider Insurance Surcharge	100	400	1.5	150	600	150	600		
Waivers	100	400	0.1	10	40	10	40		
Wristbands	200	800	0.1	20	80	20	80		
Course maps and info	100	400	0.5	50	200	50	200		
Finisher's Medals	100	400	3	300	1200	300	1200		
Custom Bags	100	400	3	300	1200	300	1200		
								980	3920
Post-Ride Banquet									
Vendor 1	100	400		4	6	400	600		
Vendor 2	100	400		4	6	400	600		
Onsite non-alcoholic beverage	100	400		0.5	1	50	400		
Alcoholic beverage	100	400		0.5	1	50	400		
								1200	2000
VIP-Media Travel/Lodging/Hospitality	units needed--low	units needed--high		Low cost	High cost				
Pro rider rooms	0	5		95	200	0	1000		
Pro rider travel	0	5		320	400	0	2000		
Media rooms	0	5		95	200	0	1000		
VIP rooms	0	5		200	200	0	1000		
								0	5000

Budget - Expenses

Volunteers				Unit low co	Unit high cost				
Brown Bag Lunch	25	100		5	7	125	700		
T-Shirt	25	100		6	8	150	800		
Volunteer Dinners	25	100		8	12	200	1200		
								475	2700
Staff Expenses									
Meals				Low number	High number	Unit Cost			
Pre-event (1 meal/erpson/meeting - 3 meeting:	6	9		12		72	108		
During event (2 meals/day/person - 2 days)	80	160		12		960	1920		
Post-event (2 meals/day/person - 2 days)	40	80		15		600	1200		
Lanyard	0	20		0.75		0	15		
Laminated ID badge	0	20		1		0	20		
Water during event	200	600		0.25		50	150		
								1682	3413
Transport				Frequency	Low Cost	High Cost			
PS & Bruce Flights SFO-IAD				3	300	500	900	1500	
Hotels	Room nights low	Room nights high			rate/night	rate/night			
	15	30			95	120	1425	3600	
Car rental	Rental days low	Rental days high		1	45	60	225	600	
	5	10						2550	5700
Staff Clothing				Low	High	Frequency	Low Cost	High Cost	
T-shirt	5	20		1	6	9	30	180	
Polo shirts	0	10		1	25	45	0	450	

