

The Economic Impact of Cycling and Trails on Story County

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We estimate Story County is home to over 29,000 cyclists. Over half of these are occasional riders, though we estimate the county is home to nearly 12,000 people who ride at least moderately (at least twice a month).

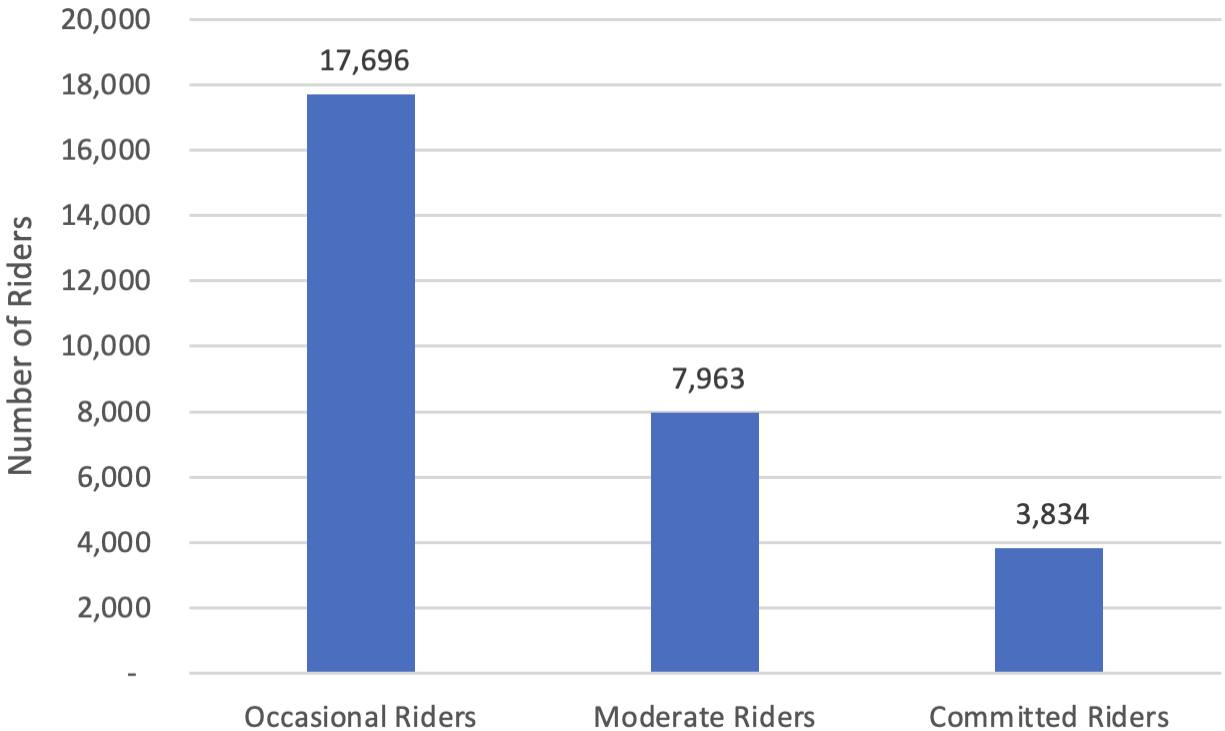


Figure 1: Story County is home to over 29,000 cyclists

Using the Bureau of Economic Analysis’s RIMS II Model, we estimate the total annual economic impact of cyclists in Story County to be \$42 million. The largest impact is on the county’s retail trade industry, which receives an annual economic impact of about \$20 million due to spending by cyclists in the county. Figure 2 shows the impacts broken down by industry for cyclists in Story County.

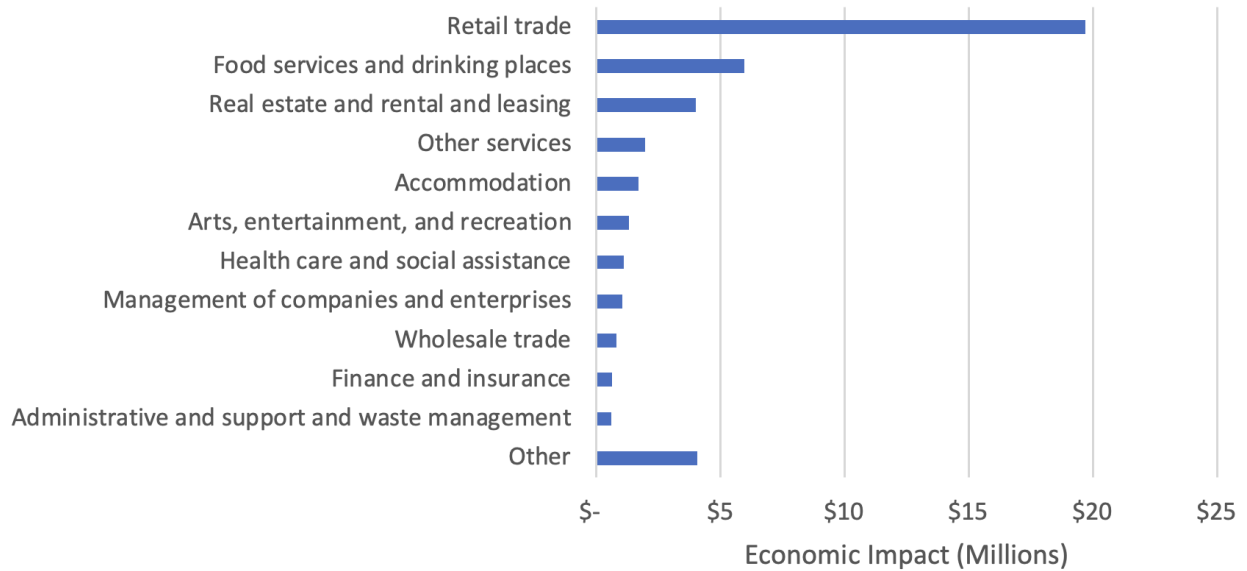


Figure 2: Annual economic impact of cyclists in Story County by industry

Story County’s retail trade industry benefits the most from cyclists, enjoying nearly half of the total economic impact of cyclists in the county. We also estimate cyclists in Story County generate \$6.0 million in economic impact for the food services and drinking places industry and over \$4.0 million in economic impact for the real estate and rental and leasing industry.

Using the Bureau of Economic Analysis’s RIMS II Model, we estimate cyclists in Story County support about 530 jobs every year. About half of jobs supported are in the retail industry, which cyclists support about 250 jobs for in Story County. Figure 3 shows the employment impact of cyclists in Story County broken down by industry.



Figure 3: Annual employment impact of cyclists in Story County by industry

The retail industry enjoys the largest employment impact, making up nearly half of the jobs supported by cyclists in Story County. We estimate cyclists also support about 130 jobs in the food services and drinking places industry and dozens of jobs in the other services, real estate and rental and leasing, and accommodation industries.

Using the Bureau of Economic Analysis’s RIMS II Model, we estimate the total annual earnings generated by cyclists in Story County to be about \$16 million. The largest impact is on workers in the retail trade industry, who earn \$7.0 million due to cyclists in the county. Figure 4 shows the annual earnings generated by cyclists broken down by industry.

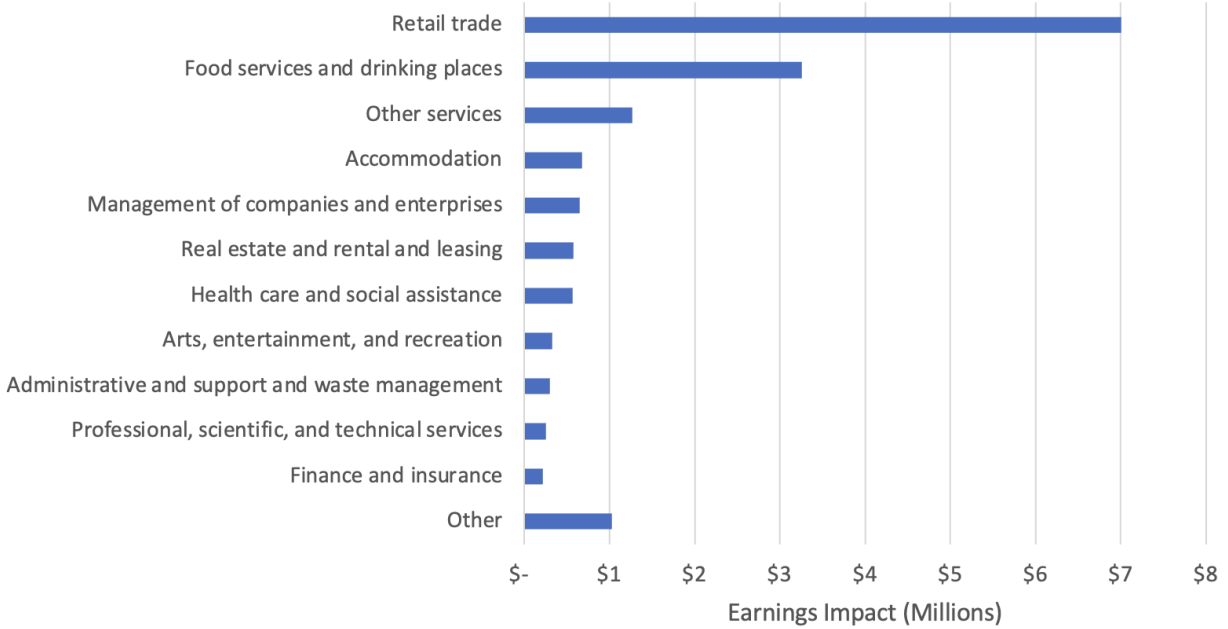


Figure 4: Annual earnings impact of cyclists in Story County by industry

Workers in the retail sector receive the most earnings from the economic activity of cyclists, enjoying 43% of the total annual earnings generated by cyclists in Story County. Workers in the food and drinking places industry also earn about \$3.3 million per year due to economic activity generated by cyclists in Story County.