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# MEMORANDUM

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Date: February 7, 2020

To: The Honorable Chairman and Members  
Pima County Board of Supervisors

From: C.H. Huckelberry  
County Administrator 

Re: **El Tour de Tucson 2019 Wrap Report**

El Tour de Tucson has provided a final report for the event held November 23, 2019. 2019 was a rebuilding year under a CEO, new board members and eye on financial stability for the organization. El Tour is a 501 (c) 3 non-profit with a focus on bike rides to support charities, promote health and wellness and highlight Tucson and Pima County as a destination for travel. Since 1983 more than 100 local, national and international non-profit charities have raised over \$100 million for their organizations. Key stats for this year include:

- 5,933 registered riders
- 12,000 attendees
- 350+ volunteers
- \$5.8 million raised from 34 non-profit partners
- Increased rider registration with the 50 mile route up 15% and the Fun Ride up 10%
- 47 of the top 50 states were represented amongst riders with top states AZ, CA, CO, NM, TX, and UT.
- First Year riders were up 20% over-all

El Tour also collected demographics this year which show 60% male riders, 40% female riders, 25% of riders from outside AZ and 2% of riders international. 62% of riders were between the ages of 35-64 and 46% of Fun Ride participants were under the age of 14. Indoor El Tour draws riders from 12 schools and includes the Pascua Yaqui Wellness Center.

Additional emphasis was added to marketing outreach which increased social media engagement to 102,000, 209,000 website visits and 7,000 opt in for the email lists.

El Tour de Tucson is already working on 2020 routes and planning and has confirmed JDRF has recommitted to El Tour with an additional 200 riders.

CHH/mp

Attachment

c: Jan Leshar, Chief Deputy County Administrator  
Diane Frisch, Director, Attractions and Tourism

A group of cyclists in various colored jerseys and helmets are riding on a road during a race. The image is semi-transparent, allowing the text to be clearly visible. The cyclists are in motion, leaning forward on their handlebars. The background shows a paved road, some trees, and a building in the distance.

# El Tour de Tucson & Pima County

A New Decade Of Giving Back To The Community



# Who We Are & Why we do it

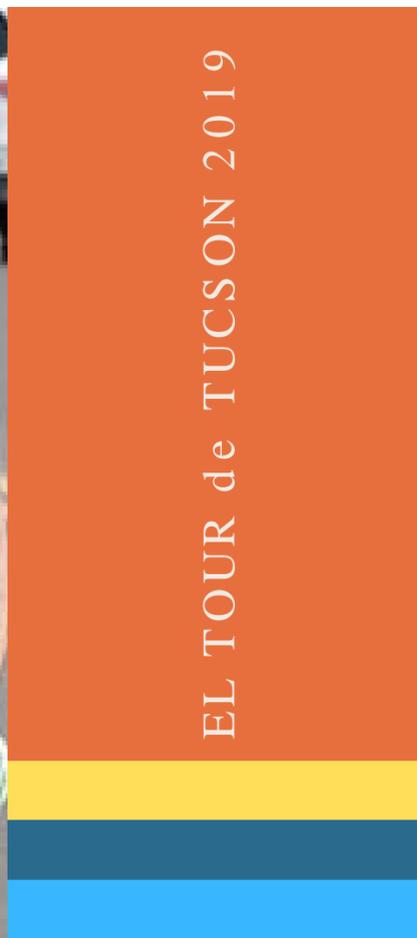
We are a 501(c)3 non-profit that rides to support charities, community, health and wellness.

We create a Life Changing Experience for all of Life's Cycles.

Since 1983 more than 100 local, national and international non-profit charities have raised over \$100 million for their own organizations.

# Summary

- Beneficiaries participating in El Tour have now over raised over \$100M for themselves
- 5,933 registered riders
- 12,000 attendees
- 350 + volunteers
- In total, \$5.8M was raised from 34 non - profit partners
- Rider registration for 50 mile route grew by 15%
- Rider registration for Fun Ride grew by 10%
- 47 of the 50 States were represented amongst registered riders.
  - Top States (AZ, CA, CO, NM, TX, UT)
- First Year riders – 1153 (20%)
  - 459 - 100 Mile      457 - 50 Mile      237 - 25 Mile



# Demographics



40%

Female riders



60%

Male riders



\$75k+

75% of riders earn more than \$75k.  
25% earn more than \$150k



55%

Percent of riders with Advanced  
College degrees



25%

Travel outside AZ. 2% of  
riders are international



70%

Married/ Domestic Partner



62%

Percent of riders between ages  
of 35 - 64



46%

Of Fun Ride riders under age of  
14. 27% under age of 9

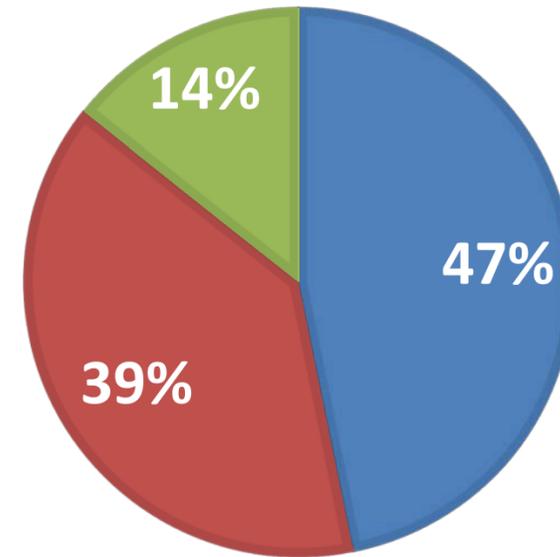


# Event Breakout

<b>Total Registered Riders</b>	<b>5933</b>
Individual	5090
Fun Ride	720
Bike Patrol	123
100 Mile Riders	2382
50 Mile Riders	1980
25 Mile Riders	728
<b>Location</b>	
Arizona	73%
Outside of AZ	25%
Outside of US	2%

RIDERS BY ROUTE

■ 100 Mile Riders ■ 50 Mile Riders ■ 25 Mile Riders

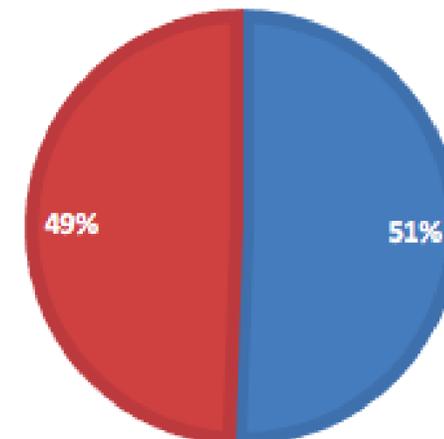


Gender

Male - 356  
Female - 364

Fun Ride

■ female ■ Male



EL TOUR de Tucson 2019



# Indoor El Tour

Indoor El Tour is a big part of Perimeter Bicycling in Tucson schools.

- 12 Schools participating
- Indoor El Tour
- Pascua Yaqui Wellness Center

Growth and Competition Happening!

	<b>2018</b>	<b>2019</b>	<b>YOY</b>
<b>Minutes</b>	87,256	95,284	9%
<b>Rides</b>	3,425	4,140	21%
<b>Riders</b>	2,666	2,688	1%

Funds May Go Away May 2020.



Pueblo High School bike club members beat record with 17-hour indoor ride!

# Marketing Reach

19M

Social media impressions

102k

Social media engagement

209,000

Website visits per year

7000

Opt-In email list

1M

PR impressions



# Market Response/VOC



@GabbyGiffords and I had a great time riding in El Tour de Tucson. I can't think of a better representation of Tucson than thousands of people coming together outdoors to help raise money for the causes they care about.

"The perfect day! There's nothing like El Tour de Tucson to remind you of Arizona's love for giving back. I had a blast riding the 25-miler

Happy to have volunteered my time to tourdetucson the future looks amazing for this legacy North American ride. Incredible community event!

What an upgrade this year from 2018! The people at rest stops this year could not have been warmer or more welcoming or more fun! What an enjoyable ride! By the way, I believe the use of the park for credential pick-up was ingenious. It set the tone for great conversations and making new friends.

A great ride with a few of my closest thousand friends or so. Loved every mile as a first-time rider.

El Tour de Tucson 2019 🚴🏠♂ - I think this is becoming an annual family tradition. So much fun! We rode in the 5 & 10 mile "Fun Rides," not the 100 mile ride

"TOUR DE TUCSON is checked off my bucket list!!!! What a great experience and I placed in the top 800!!! It's not about winning it, it's about finishing it!

# 2020 Priorities



**Mission:** We are a non-profit that rides to support charities, community, health and wellness

**Vision:** We create a Life Changing Experience for all of Life's Cycles

**Values :**

1. Integrity without compromise
2. Customer Experience Excellence
3. Professional and Proud of the work we do
4. Philanthropic
5. Community Focused

# 3 Strategic Priorities

## **Priority # 1. Financial Growth and Stability**

1. Establish Profitable Budget with Fund Raising and Ridership Targets
2. Establish Fund Raising Targets and Potential Candidates
3. Establish Standard Offerings and Individual Strategies
4. Establish Ridership Expectations and Marketing Strategies to achieve
5. Develop Growth Programs with expectations and strategies

## **Priority # 2. Branding - REFRESH**

1. Complete Mission – Vision - Values
2. Select New Logo – colors, fonts and communication packaging
3. Invest in a New Web Site
4. Select new Registration Tool
5. Develop overall Go To Market Communication and PR strategy
6. Invest in tools- biz cards, letterhead, standard contracts, fonts, signature

## **Priority # 3. Operational Efficiency for Profitability**

1. Right Size Organization with great talent- Job descriptions, G's & O's, Reviews
2. Build Standard Operating Procedures for repeatability and compliance  
Reg Tool, CRM, Rider Data Base, Std. Product Offerings, Contract Simplification, Fulfillment Process
3. Build Correct Metrics for running the business with accuracy, profitability, predictability  
Budgeting, Revenue Recording Daily, Bill Paying Efficiently, Debt Buy Down

# 2020 Early Accomplishments

JDRF Returns to El Tour de Tucson with 200 riders

Rio Nuevo contributes \$40k from 2019

New Route being examined to create excitement and reduce costs and focus on safety

# Lessons Learned

## **Real Leadership Insights Top 10 in a turnaround business opportunity:**

- **Assess** the People quickly for competence and knowledge – Make changes Fast
- **Processes** – Do you have a documented business model and operations?
- **Technology** – Are you leveraging technology to enhance the experience of your customer while improving operations and profitability
- **Set realistic goals** with financial being top of mind
- **Check your Brand** and determine health – PR quickly to correct
- **Communicate** your vision and plan to as many stakeholders as possible –
  - Simple – Credible – Achievable – Transparent
- **Ask for support** – Community, Sponsors, Funders, Riders, Families
- Make and meet **commitments**
- **Celebrate** even small successes
- **Tell Stories** where you and your product are making a difference in others' lives

New Route for 2020 under consideration : Focus: Safety- Challenge & Beauty of Tucson, Cost savings





# Thank You!

We need your support

- Zoom Grant
- Barricade Financing
- Jurisdiction Approvals