

# Bicycling is Good for Portland's Economy



In 2006, Portland conducted a study to measure the importance of the bicycle industry to Portland's economy. We surveyed over 100 businesses, ranging from manufacturers to tour operators to retail shops to nonprofit organizations.

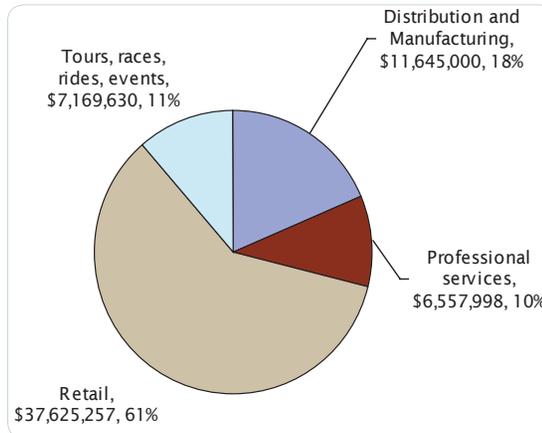
Bicycling's total estimated impact on Portland's economy is close to \$63 million, with a growing number of jobs and revenue. Significant growth is occurring in all sectors, with burgeoning activity in the manufacturing areas of high-end components and bicycles, as well as in the tourist industry.

Portland's bicycle-friendly reputation is attracting a wide variety of entrepreneurs who are helping fuel this growing economic sector. Job growth has been steady, with the availability of skilled and motivated workers a major attractor to these business owners.



Photo: Jonathan Maus

## Economic Activity Related to Bicycling



Total economic activity is close to **\$63 million**, with an estimated **600-800** jobs.

### Manufacturing

Portland has a growing \$11.6 million in manufacturing and distribution activity, including a number of small-scale, independent, high-end bicycle and part manufacturers, such as Sacha White (Vanilla Bicycles) and Ira Ryan (Ira Ryan Cycles) as well as larger companies like Kinesis, Mountain Cycle, and Chris King Precision Components. Companies such as United Pipe Bending and Fabrication and Huntco Supply, which each have a portion of their businesses producing bicycle racks, report growth over the past decade.



Photo: Jonathan Maus

### Retail and Repair

Close to 40 Portland specialty bike, bike clothing/gear, and rental shops report close to \$34 million in gross revenue. Most shops have experienced growth in the past decade, and many shops are less than five years old. In addition, consumers buy an estimated \$3.8 million worth of bicycles and accessories at larger discount, department, and toy stores.

### Tours, Rides, Races, and Events

On an annual basis, an estimated 40,000 people participate in more than 2,100 rides and events of various lengths and sizes, an average of more than six per day. These events bring in more than \$7 million annually to Portland's local economy, on registration fees, food, lodging, and incidentals. All event/tour promoters contacted report growth.

### Professional Services

Professional services include bicycle delivery services (\$2.5 million), companies and organizations that focus entirely on bicycle issues (40 staff, \$2.5 million annually), and creative entrepreneurs (\$540,000).