



We're leading the movement to build a Bicycle-Friendly America for Everyone

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Pima County Board of Supervisors
130 West Congress Street
Tucson, AZ 85701

June 26, 2019

Dear Pima County Board of Supervisors:

I am writing in support the Bike Ranch, a proposed eco-resort devoted to bicycling who aspires to offer a premier lodging and vacation experience for people on bikes. The Bike Ranch requires a conditional use permit in order to move forward as a project that will promote the enjoyment of the Saguaro National Park and surrounding areas by bicycle.

The League of American Bicyclists (League) supports the Bike Ranch as a sustainable and bicycle-oriented development. According to statements by the Saguaro National Park Superintendent and others the Bike Ranch is a development that will support strategic initiatives of the National Park Service and is an appropriate land use for the area.

Tucson and East Pima County are currently recognized as a Gold Bicycle Friendly Community through the League's Bicycle Friendly America program. This recognition is based on Tucson and East Pima County's investments in bicycle infrastructure, education, culture, and safety. These investments, including in the signature 131 mile Loop, are a current and potential draw for bicyclists throughout the United States and internationally. The Bike Ranch and other bicycle-oriented businesses can leverage these public investments to help more people experience the great places that Tucson and Pima County have helped create.

Bicycle-related tourism is a major business and can contribute to the economic vitality of Pima County. A study of the Virginia Creeper Trail, a 34 mile trail, estimated that visitors spent \$24-28 per visit or \$1.2 million annually. The University of Montana estimated that bicycle tourism generated \$75.75 per day or \$38 million annually for the 500,000 non-resident tourists who biked in the state. With Pima County's existing investments and access to the Saguaro National Park, significant bicycle tourism benefits should be expected from the Bike Ranch and other bike-oriented businesses.

The League is glad to support the Bike Ranch and continued efforts to create great places to bike in Tucson and Pima County. Please contact me at ken@bikeleague.org if you have any questions.

Sincerely,

Ken McLeod
Policy Director