



National Cycling League Miami Cup Invitational Fan Experience and Economic Impact Study

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I. Methods

a. Objective/Why this Research is Crucial

An initial meeting with the league representative and event management lead was held to confirm the goals of this research. Broadly, these goals included: a) to obtain an initial benchmark for the future NCL events, b) to obtain an economic impact figure, c) to get an initial estimate of sponsor/partner awareness, d) to document fan's interest in cycling and other related appreciation of the cycling event, and e) to document the demographics of the fans. ***This research is crucial, because it provides the evidence that people do notice and appreciate sponsors and have gratitude for this novel and innovative league. In turn, this provides the league the data to show a potential title sponsor and other main sponsors that their investment in the league and affiliation with it is a smart move for their brand to be affiliated with such a league that values gender equity, diversity, and the new image of American cycling.***

Further, the economic impact figures are the evidence to the local cities and state and local businesses that this event indeed brought them business (rather than any potential perception that the road closures/inability for valet parking by the businesses could hurt their sales). Indeed, we document that this event 1) brought money to the local area that would not have already been there without this race, and 2) that people really appreciate this new league and event, and 3) there is a diverse population of fans who support this event so much that they intend to come back next year (and to a lesser extent, the events in DC, Atlanta, and Denver).

b. Instrument

The proprietary survey instrument was made by Dr. Angeline Scheinbaum (a consumer psychologist with experience with Medalist Sports going back to the 2005 Tour of Georgia). It is based on past measures from USA Cycling events that have been successful in the past.

The survey items include three parts: 1) economic impact, 2) consumer behavior scales (of intentions/behaviors/psychographics), and 3) demographics. The scales in part two are established scales, meaning that other psychologists have created/tested the questions to be valid and reliable. The reason that scales are crucial (instead of individual survey question items) is because when we ask consumers a series of related questions, we can ensure the responses are ***valid***. For example, asking a fan about their affinity for cycling in a few different ways enables us to see internal consistency. It is impossible for someone to be a passionate cyclist and not be interested in cycling at the same time. These established scales (of cycling activeness, word of mouth, sponsor affinity, etc.) ensure that the data is valid to make key business decisions with. It also enables me to compare across events when the items are the same. Valid and reliable data ensures smart decisions. The individual questions will be apparent in the following sections of this report.

c. Pre-Test

Dr. Scheinbaum's two classes of sport marketing at Clemson University pre-tested the instrument. They tested the links and the QR code and made suggestions as to clarity. 70 students took the survey in the classroom, after the professor gave them a lecture about the league and aims. The survey took the students 3 to 4 minutes. This gives us a separate dataset (n=70) that is a control group who were not exposed to the stimuli (the race experience in person).

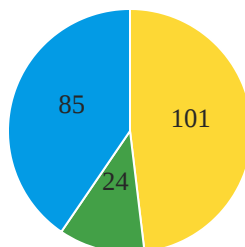
d. Field Study Procedure

The field study began in person on Friday April 7, 2023 at 6:00pm-8pm after the Wahoo trials. It continued until Saturday April 8, 2023 from noon (when the fan fest opened) until 7:00pm. The research team consisted of Dr. Scheinbaum, Benjamin Scheinbaum (President of Event Sponsorship Measurement, LLC), and volunteers trained by Dr. Scheinbaum. There was a prominent fan survey tent in the vendor village. The researchers brought twenty signs and two banners with a QR code that links to the survey, and hung them across the fan fest village and the VIP hospitality area. In addition, paper copies were available for those who preferred to take it via pen and paper. There was approximately an even split among these preferences. One reason that the paper was crucial, is because not all fans had reliable internet on their phone or a full battery. This resulted in n=211 complete and reliable surveys, which is a strong sample size considering that the comparison sample size for a day at similar events (Tour of Utah, Tour of Georgia) that we ran were less than that. We made caution, especially in the VIP area, to not approach fans who looked engaged with the race or conversations as it is important to do this with class. As such, I remained visible and available with NCL Swag and the clipboards of surveys in the VIP area, and this made for a more organic approach. Almost everyone said yes to the survey (which is rare in my 15 year experience in cycling research). Many were complimentary and appreciative that the league is documenting this, and many asked if this event will be held again each year. The incentives for the survey completion were water bottles and hats (in the fan fest area) or NCL t-shirts or hats (in the VIP area). By far, the t-shirts were the most popular.

II. Economic Impact & Geographic Scope

The economic impact of the 2023 NCL Miami Race based on the crowd estimate of 20,000 (that includes Ocean Drive all the way to Washington Ave. plus the corner turns on 8th St. and 13th St. per Sgt. Lester) is **\$20,928,256**. With a more conservative crowd estimate of 12,000 (Ocean Dr. alone per Sgt. Lester with Miami Beach PD), the economic impact is **\$12,556,954**. **We suggest the inclusive figure of \$20.9 million.**

Resident Status



● Non-resident of FL ● Live in FL (but > 50 mi. away) ● Local (live within 50 mi.)

Just over half of our fans came from out of state. However, there were many locals, and to a much lesser extent, fans that came from more than 50 miles away (but were still FL residents). The definition of a tourist is someone who travels more than 50 miles, so this industry standard was used.

Nights Spent in the Miami Metro Area

Field	Min	Max	Mean
How many nights do you expect to stay in the Miami metro area on this trip? (If you are a local, skip this question)	0.0	8.0	3.2

On average, our fans (who were not locals) spent 3.2 nights in the Miami metro area. This is on par with other professional cycling events.

Daily Spend

For today only, how much will you spend in the following categories?

Field	Min	Max	Mean
Food/Drink	0.0	2000.0	137.5
Lodging	0.0	10000.0	252.1
Ground Transportation/Gas	0.0	800.0	41.9
Retail Purchases	0.0	5000.0	66.4
Recreation/Sightseeing	0.0	1000.0	42.8
Other	0.0	2000.0	23.1

On average, there was a vast range of daily spends in the classic economic impact categories of food/drink, lodging, ground transportation/gas, retail, recreation/sightseeing, and other. As can be seen, many fans did not spend any money, which does bring down averages; however, it is accurate and plausible. We do note some of the max ranges which do at first seem high; however, I spoke with one of the team managers and he told me that they indeed did spend thousands on lodging and food etc., so the ones with the high numbers were the team managers. Also, some of these big spenders came from the VIP area as well. It is to be noted that these high numbers are accurate due to the high cost in the South Beach Area. For instance, my family of three had lunch on Ocean Drive (with non-alcoholic beverages) and the total was \$92 as there is a 20% gratuity included in south beach restaurants. So we do believe that these figures are accurate. When comparing to Tour of Utah data, these figures are similar to the Salt Lake City and Park City data.

Please refer to the last category- mean (average) daily spend. This shows that our fans spend the most on lodging (\$252 dollars), food/drink (\$137), retail purchases (\$66), recreation/sightseeing (\$42), and other (\$23). Most people did not enter in the other category, but they wrote in things such as parking. Keep in mind, this is a DAILY spend. ***So, in adding this up, our fans, on average spent \$563.80 each day.***

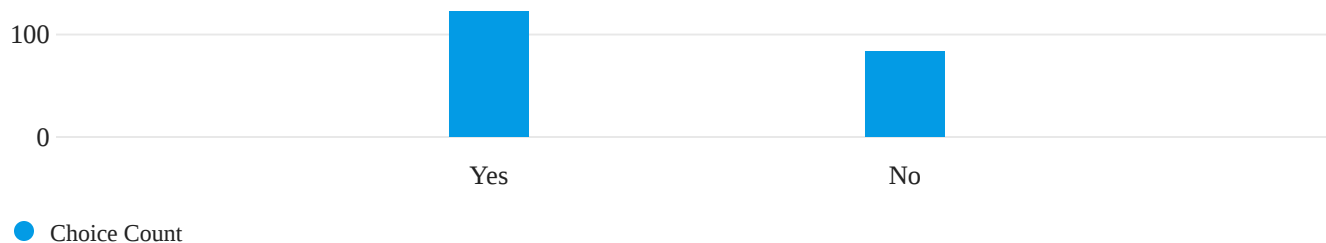
Countries Represented



This word cloud shows which countries were represented. This means that these fans came to this event (or to Miami and came to the event) from these countries (instead of simply being originally from these countries). The most represented countries by far are Mexico and Canada. Interestingly, there was a solid presence from Argentina, followed by Bulgaria, Spain, France, Peru, Chile, and Poland. It is of note that we did not have fans coming from Asia; that is in line with the other professional cycling events we measured over the years (and is a smart opportunity to promote the sport there). It is important to point out that this event is in April, when school is still in session. For the upcoming summer events, past research in cycling suggests that we will have more of an international and even global fan base because it does not make sense to travel across the globe or from Europe for a short period to get back to school and or work. ***Thus, we can confidently claim that the Miami NCL race was broadly international.***

Dedicated Fan %

In Miami for the National Cycling League Race/Event



In economic impact calculations, it is imperative to prove that the money the event brought "would not have been spent anyway". So, we made sure to document who is here for this event (rather than simply being here in Miami in general). ***There was not a vastly significant difference of dedicated fans, and this is attributed to this being an inaugural event. It is also attributed to Miami being a major metro area, a popular tourist destination, and during Spring Break.*** Comparing this to some of the cities in the Tour of Utah, for example, those numbers of dedicated fan % are higher, because many of those towns are not tourist destinations (e.g., Odgen, UT) so the fans that were there clearly went out of there way to visit there just to see the cycling event. Hence, this result makes sense, and is valid. ***I am careful to only count the dedicated fans in the economic impact calculation, which is industry standard.***

Travel Party Size- Adults

Field	Min	Max	Mean
How many adults are in your travel party (including yourself)?	1.0	20.0	2.7

Children

Field	Min	Max	Mean
How many children?	0.0	4.0	0.4

The average travel party size was 2.7 adults. While some fans came alone (much more common among the locals), some of the teams and their family and friends came with up to 19 other people. Interestingly, the fans on average did not bring a lot of children- and the modal response was zero. The mean is 0.4 children. This is significantly less than the other cycling projects we have measured. This is plausibly to some perhaps thinking that South Beach isn't so child friendly due to the party vibe and the area expense.

However, as parents ourselves, we see immense opportunity for this and future NCL events to position this in sport marketing campaigns as family friendly fun. For instance, our 12 year old son came to the event and was enthralled with the race and the festivities and no doubt can't wait to tell his friends. We hesitated due to the party nature of South Beach but are so glad he had the experience. The NCL event itself was indeed family friendly despite what this data suggests! In the fan fest area, there were lawn games, places to ride bikes for speed races, and of course the kid race and bike build. In the VIP area, there were a few VIP guests who brought their kids and it was quite impressionable to see the kids having fun running around having a great time. ***In sum, the average party size was 3.1 people.***



III. Sponsor/Partner Awareness

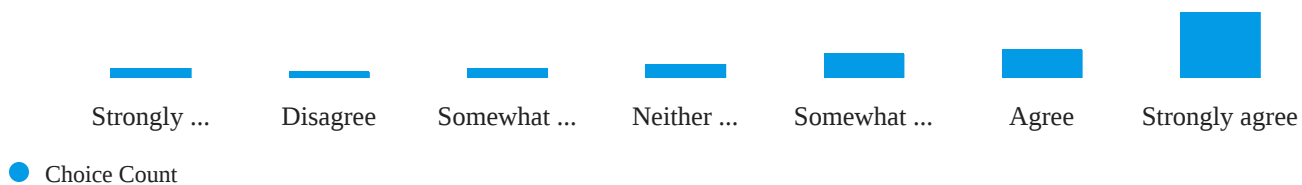
Field	Choice Count
Full Speed Ahead (FSA)	37
DeFeet	65
Factor	70
GCN+	80
poc	48
Power Bar	70
Rudy Project	48
Wahoo	97
Wish For Wheels	34
Greater Miami Convention and Visitors Bureau	34
Dry Farm Wines	32
The Underline	24
Florida Sports Foundation	23
USA Cycling	89
Vision	27
Bont Cycling	37
Uncle Nearest	21
Vitality Wellness	25
I am not aware of any of the NCL partnerships/sponsors.	41

Fans were most aware of Wahoo (97 fans) due to their on-site activation with the Friday race and prominent tent location. This is followed by USA Cycling (89), whose race for speed was a hit. GCN+ performed well (80) as did Factor and Power Bar (70 each), and DeFeet (65). ***There is evidence most fans are aware of the partners, and being a new league and first event, this is a stellar outcome.***

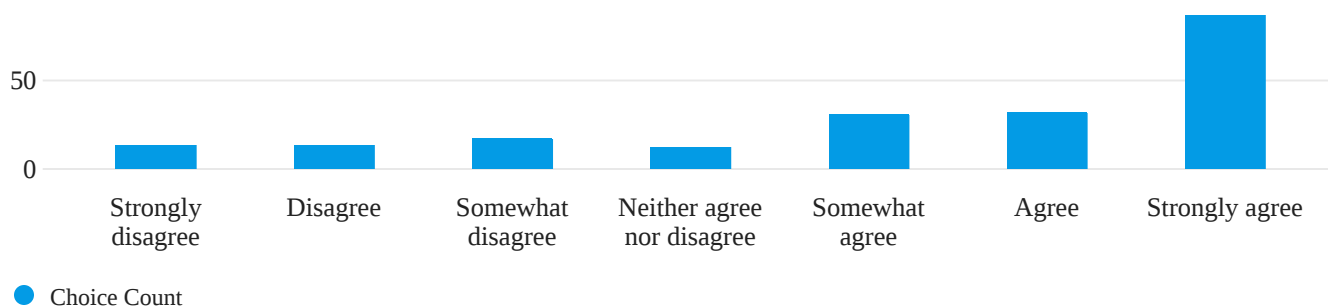
IV. Fan Lifestyle, Interests & Activities/Psychographics

Cycling Activeness

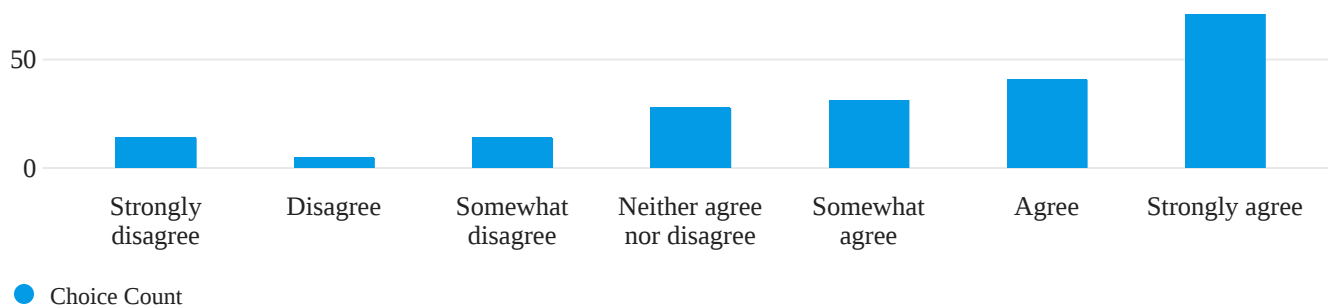
Anything related to cycling grabs my attention.



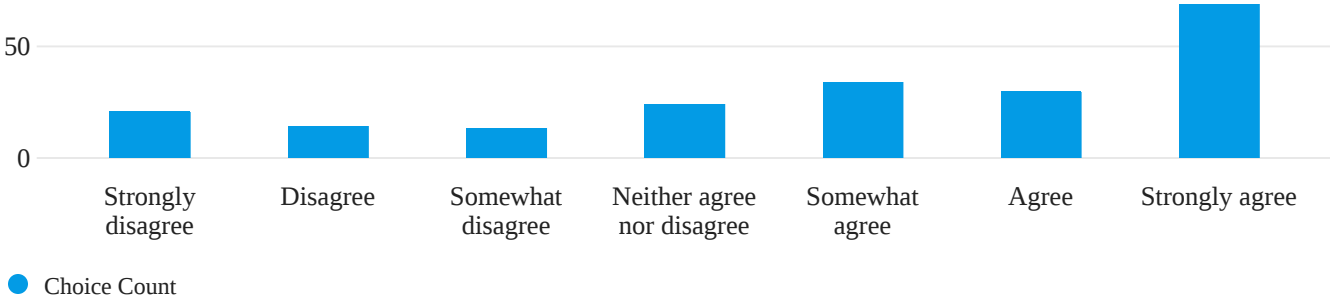
I am passionate about cycling.



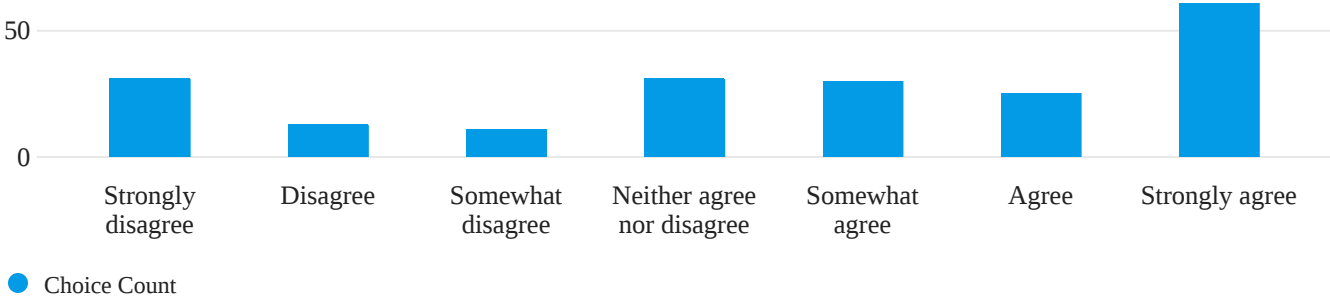
I like to learn more about professional cycling.



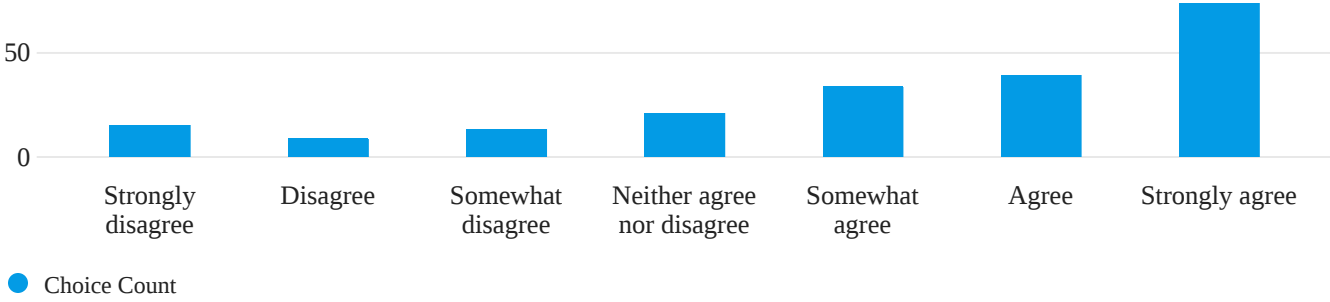
I pay a lot of attention to anything about cycling.



I am heavily into professional cycling.



I love watching cycling/attending cycling events with friends.



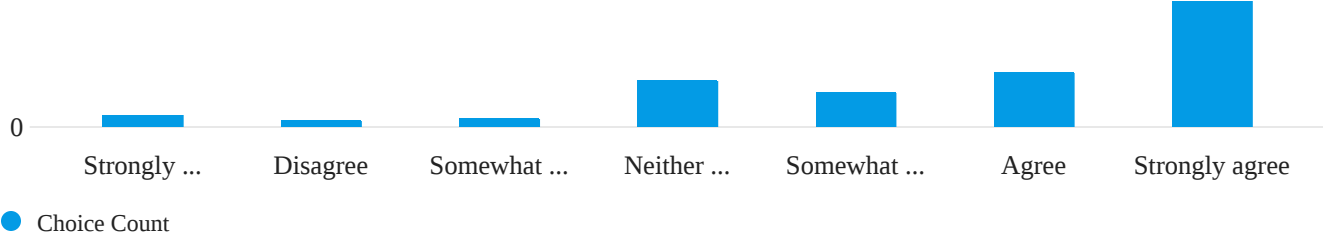
The above items comprise an established scale in sport marketing called "Fan Engagement" with cycling. By asking a series of related questions about their attention, passion, desire to learn more, being "into" professional cycling, and watching/attending cycling races with friends, we can see that the data is valid as it "hangs together". This means we see a clear pattern in this scale. ***There is more variance here compared to past cycling events measured. Yet, we clearly see that the modal finding is that our fans strongly agree that they are engaged with the sport of cycling and that they identify as a cycling fan.***

Corporate Social Responsibility

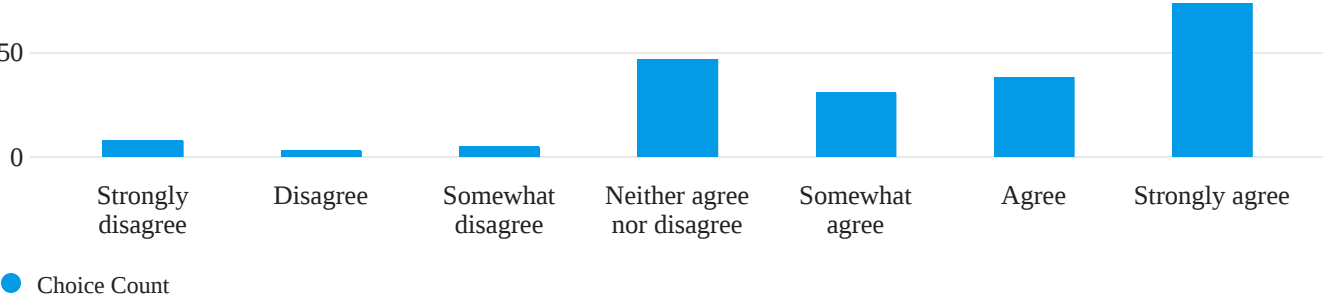
The NCL fulfills its social responsibilities.



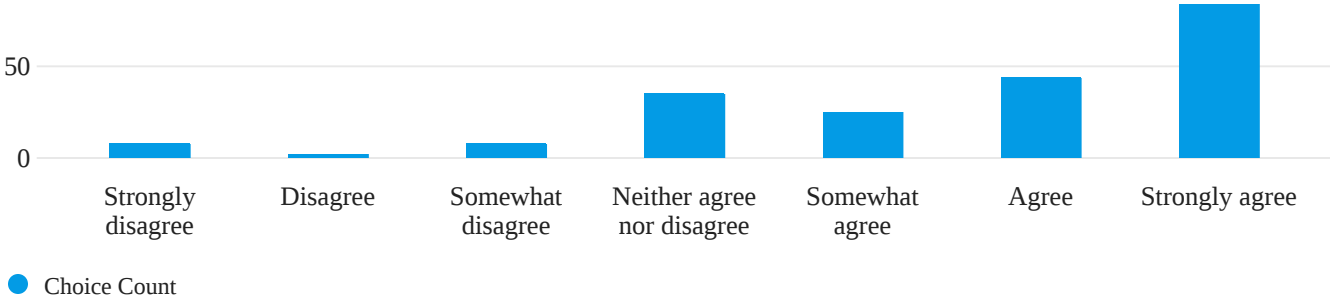
I think that the NCL acts with society's interests in mind in respect to gender equity in sport and diversity, equity, and inclusion.



The NCL gives back to society.



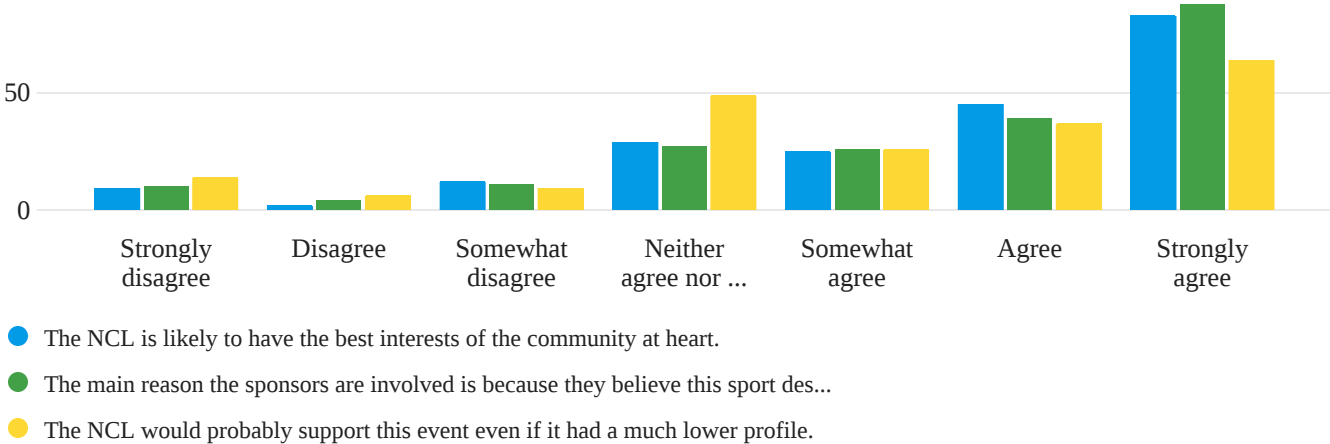
The NCL acts in a socially responsible way.



The above items are the established corporate social responsibility scale. The construct taps into items about the NCL acting in a socially responsible manner, gender equity/DEI, fulfilling social responsibilities, and giving back. **The data shows that overall, fans believe that the league is socially responsible.** It averages higher than a past project where we used this scale at a prominent professional tennis event. This means that the league has done a solid job via the website, social media, and announcing on-site some of the gender equity initiatives. For example, in the sizzle video, the term "equal pay for equal play" shows a behavior of standing up for this. It is not "slacktivism", which we see other companies do where they say they are all about gender equity then when it comes down to it, the actions just aren't there. Authenticity is key in modern sport marketing.

The DEI measures are strong as well. This is because the league, again, shows behaviors not just words. The teams are diverse, and the staff is diverse. This is commendable, and this data shows that our fans notice and care about this. Research in consumer behavior shows that the younger generations especially simply expect companies and sport leagues to be diverse and gender inclusive for women in sports. **So, this data shows that the NCL is a thought leader here in social responsibility, gender equity, DEI, and our fans notice.**

NCL's Perceived Sincerity



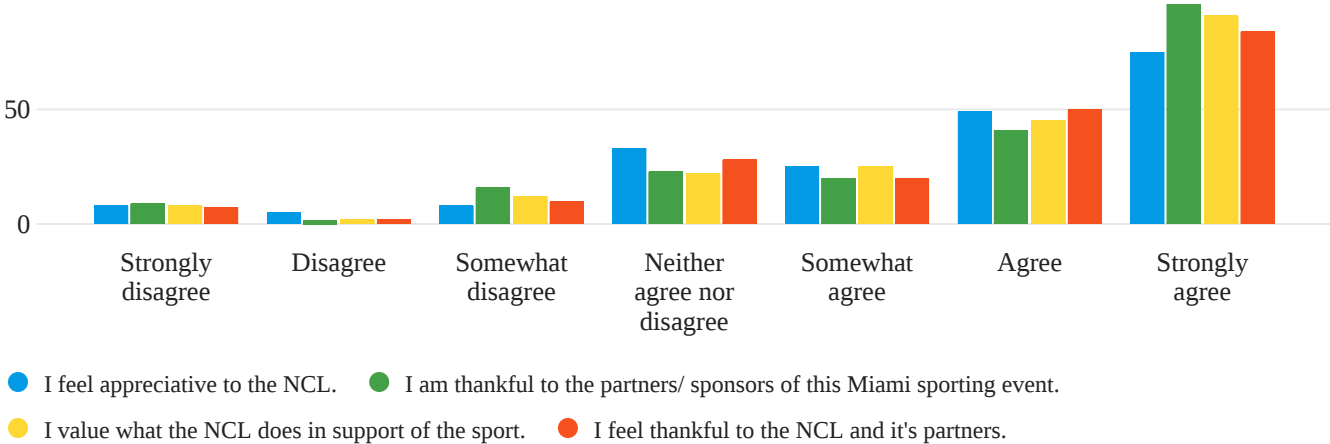
Just how sincere do our fans perceive the NCL to be? Very sincere. ***This is strong evidence that our fans believe that this league is here for the right reasons and is sincere.*** Using the established scale of sincerity in business, it is clear that the modal response from fans is that the NCL has the best interests of the (cycling) community at heart, the main reason the partners are involved is because cycling deserves support, and that even if this event had a much lower (status) profile, the NCL would probably still support cycling.

This is important because our past research (see Scheinbaum et al 2017, Journal of Advertising Research), we have scientifically proven that without consumers thinking a company or team/league/sponsor is SINCERE, it all falls apart. This is especially true of the younger generations.

It is imperative to continue showing and communicating that we simply love cycling, and we are here for the love of the sport, the community, and having the league because it is so good for the sport. America needs a more modern, fast-paced, co-ed, fun, inclusive spectator sport on the country's iconic streets. And as I often say in advocating cycling, where else can you have such close access to professional athletes and a free (ticketless) spectator experience? These are smart talking PR points for the league, and this data backs it up that the league is indeed sincere on three top dimensions.



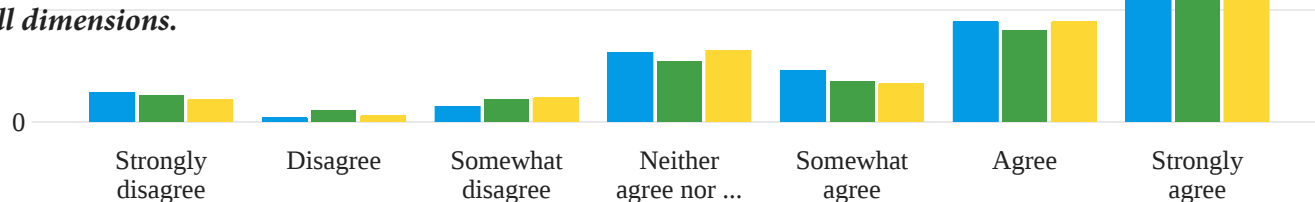
Gratitude Toward the NCL



This is the established scale to measure gratitude in business. ***The data shows that the majority strongly agree that they are grateful for this new league.*** The second most common response is that they agree they are grateful. The scale includes four dimensions: appreciation, thankfulness to the partners/sponsors, value of that the league does for the sport, and thankfulness to the league. To show internal reliability of the construct, notice how there is consistency among the different colors. That suggests validity as well. ***Of note, the highest performing area is the fan gratitude toward the sponsors/partners. This is solid evidence for sponsorship sales for future events and to show the current sponsors that they are so appreciated.***

Social Media Word-of-Mouth (eWOM)

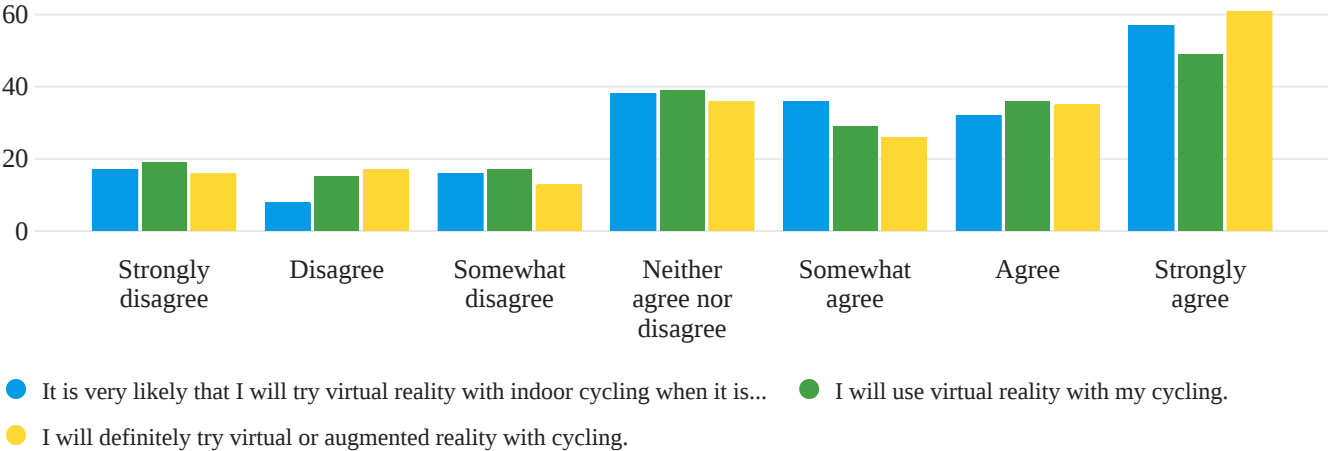
The data show that the fans are willing to share their positive experiences on social media and other digital platforms. Most strongly agree, followed by agree on all dimensions.



- I am willing to provide positive information about the NCL to other online users.
- I am willing to positively share my experiences at this event with others on soc...
- I am willing to share positive information about the NCL with others online.

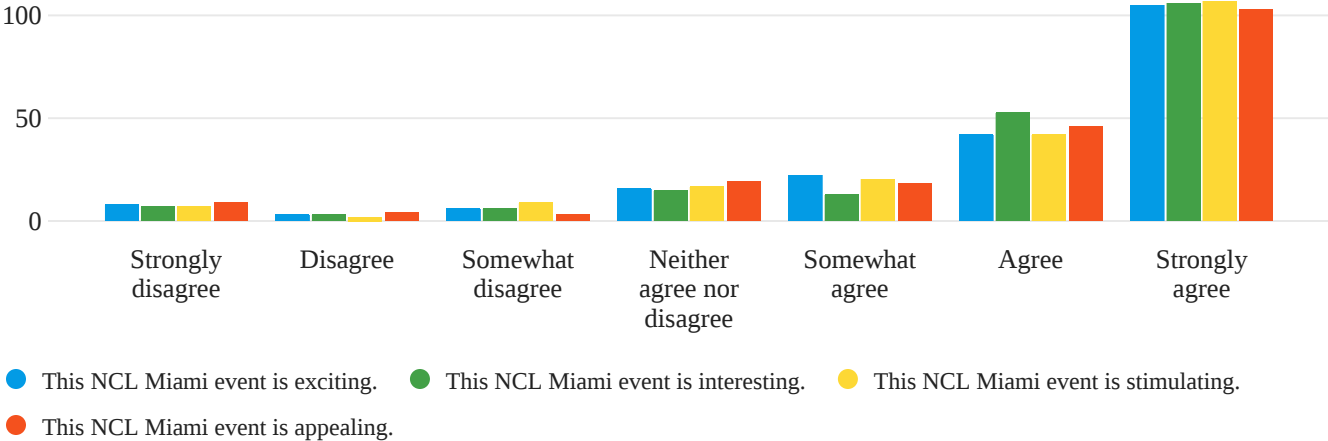
Virtual Reality/Augmented Reality

The fans mainly strongly agree or agree that they want to try cycling with virtual or augmented reality (for instance, as was done with the Wahoo trials).



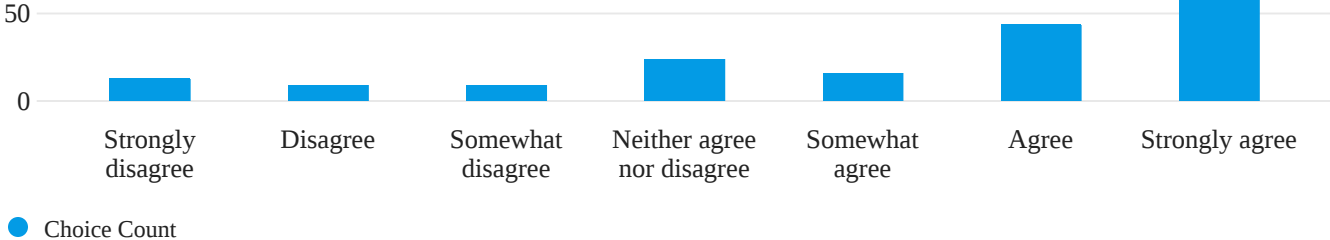
Event Affinity/Emotions

These data clearly show the modal fan feels this event was exciting, appealing, interesting, and stimulating. This rates higher than past events.

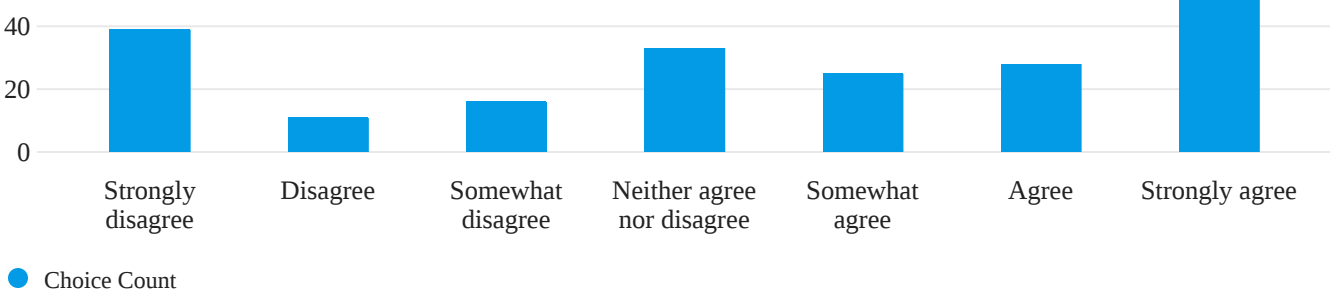


Revisit Intentions

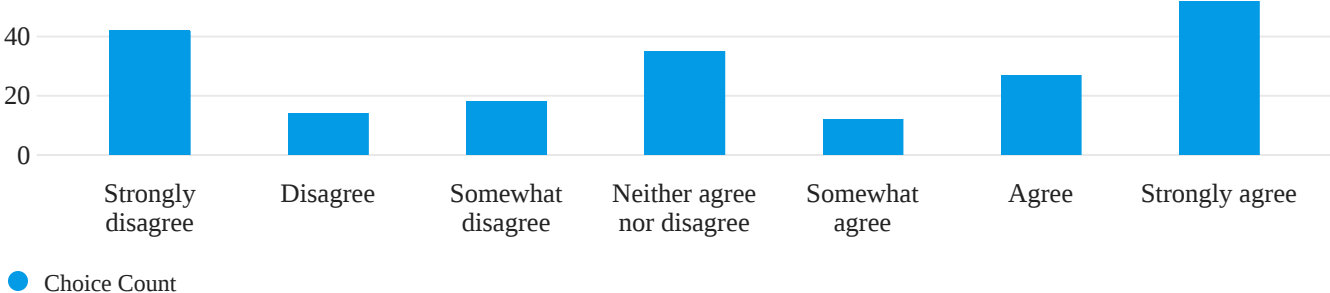
I intend to attend the NCL Cup Miami Beach Invitational next year.



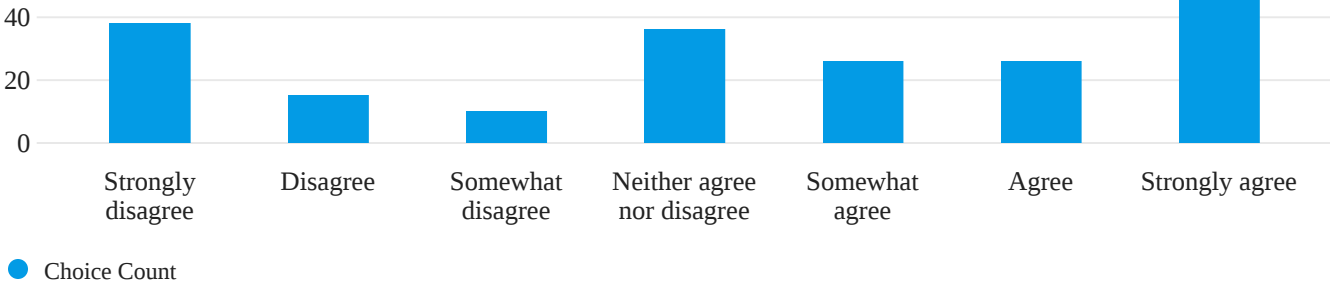
I intend to attend the NCL Cup race in Washington DC.



I intend to attend the NCL Cup race in Atlanta.

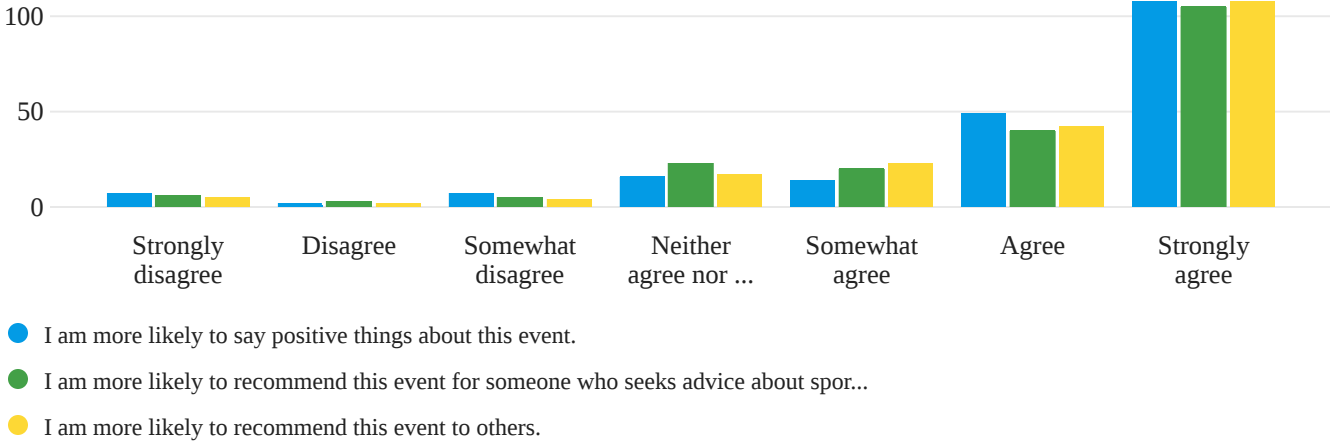


I intend to attend the NCL Cup race in Denver.

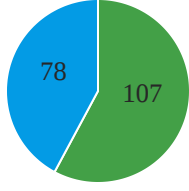


Fans clearly state they intend to return to this event if it is held again in Miami. The other cities have lesser intention, which is to be expected because of the large local response. While there is a statistically significant difference in fan intention to attend the Miami event next year vs. the other city races, there is no meaningful difference among their intentions to attend Atlanta, Denver, and DC. ***They also are going to share positive word-of-mouth, as evidenced below. Most like it so much they would volunteer.***

Word-of-Mouth



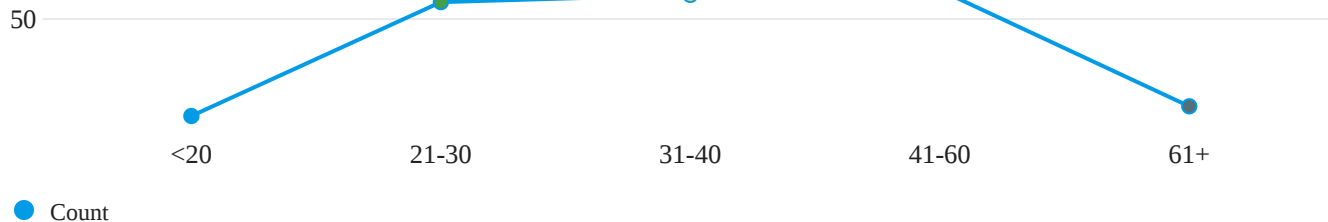
As a result of this experience, I would like to volunteer for National Cycling League events in the future.



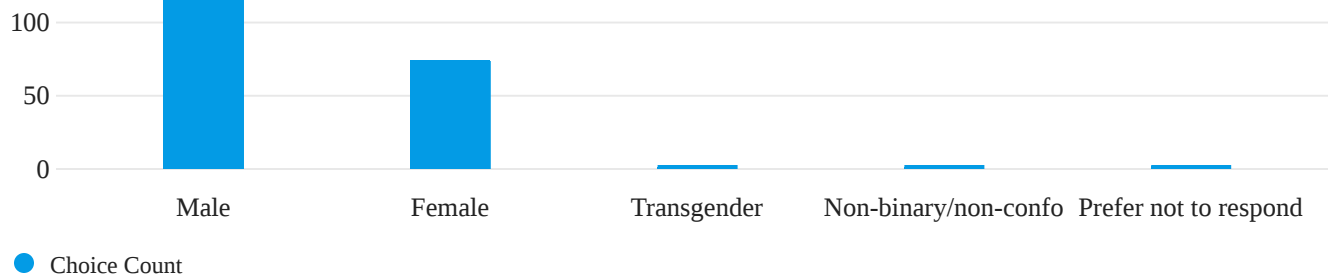
● No ● Yes

V. Demographics

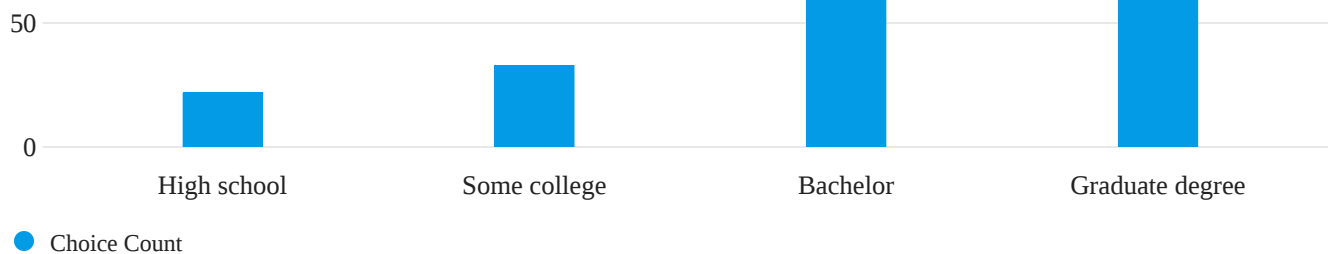
Age



Gender

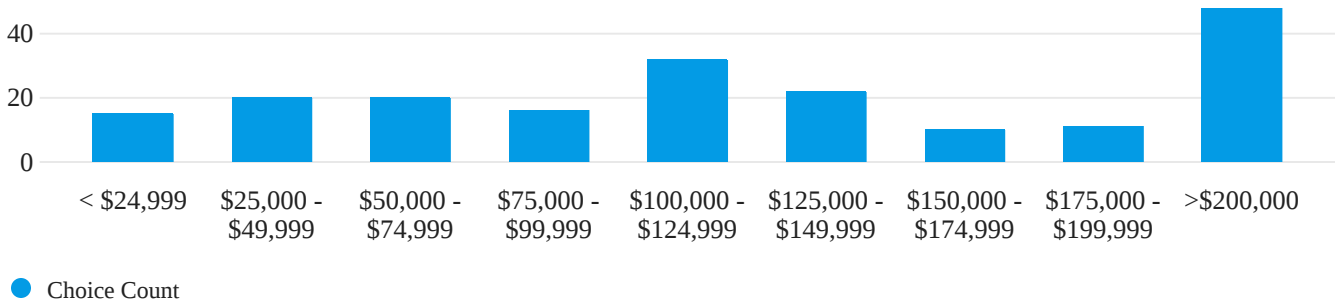


Education

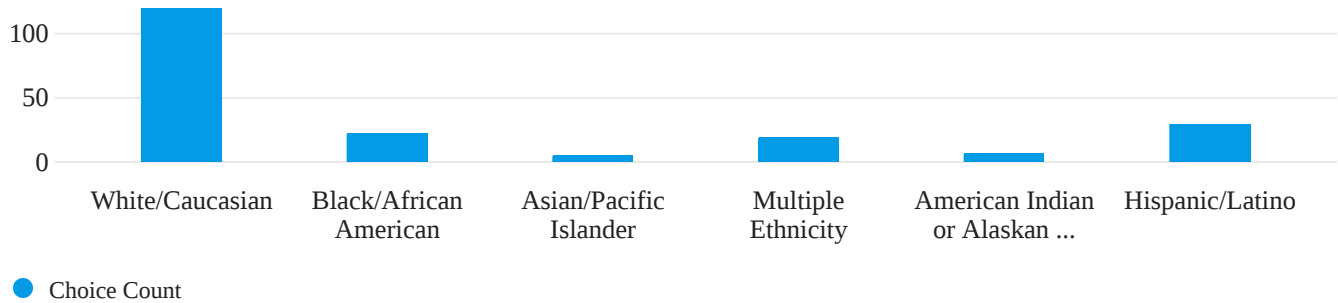


Annual household income

It is of note that, similar to other cycling event benchmarks, that cycling fans have among the highest household income of any sport. It is on par with golf, tennis, and slightly above motorsports based on past work. ***The two most common responses were over \$200K and \$100-124K. This is well over the average American household income of \$70.7K per the latest US Census.***



Race/ethnicity



The fans of this event are diverse, with representation among all major race/ethnicity categories. The most common race/ethnicities represented are White/Caucasian, Hispanic/Latino, and Black/African American. This data shows more diversity compared to other similar cycling events, where Hispanic/Latino fans especially were underrepresented compared to this event.

In summary, the analytics from the first event of the NCL clearly demonstrate this event was an overwhelming success from the point of view of economic impact, sponsor awareness and appreciation, affinity for the event, and social impact/social responsibility.

Your partners at Event Sponsorship Measurement, LLC offer a hearty CONGRATULATIONS and hope that you find this data to be the ammunition needed to gain/retain sponsors, races, and to grow the brand image of the league. Please reach out to Dr. Angeline Scheinbaum (512) 788-2480 or aschein@clemson.edu for marketing research needs for future events as we would love to be a part of the Denver, Atlanta (especially as my hometown and can bring Clemson marketing student volunteers), and DC events. Thank you for trusting us with your data needs and thank you Medalist Sports and Chris Aronhalt, President, for the loyalty.