

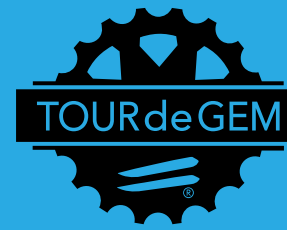
Agenda



THE WRIGHT BROTHERS®
2022 CYCLING CLASSIC

- Tour de Gem Overview
 - Concept
 - Mission
 - Weekend Activities
- 2018 - 2021 Success
- 2022 - 2024 Goals and Beyond
- Routes
- Timing Formula
- Requests of Communities





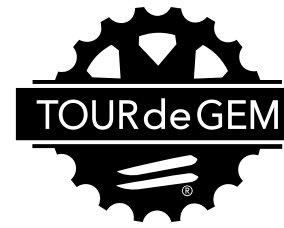
THE WRIGHT BROTHERS®
2022 CYCLING CLASSIC

Inspired by El Tour de Tucson, a philanthropy-focused bike ride that attracts riders from across the nation.

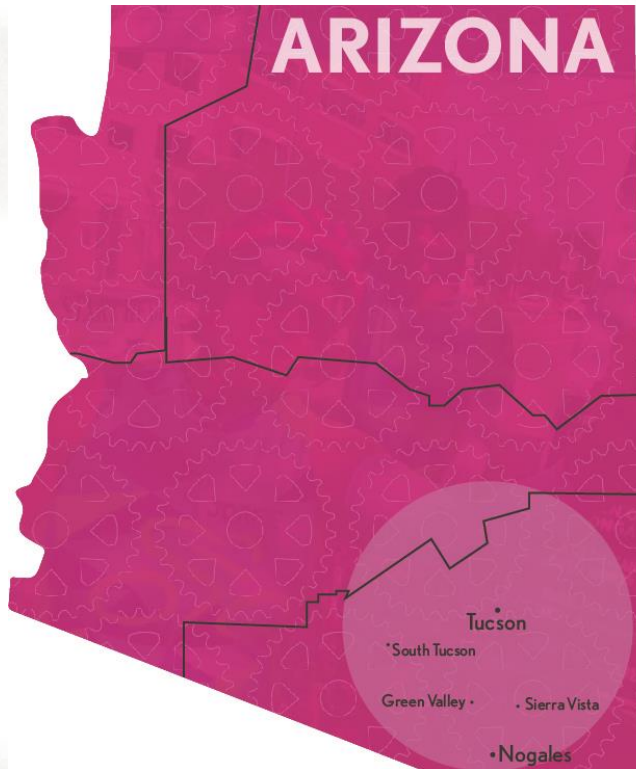
- 2022 will mark the 39th El Tour
- 9,000 riders each year
- Raise upwards of \$12 million annually
- Benefits 50 non-profit organizations

Dayton region perfectly positioned to establish ride with similar goals and aspirations for growth.

- Region has a strong history of cycling
- Highly regarded as a philanthropic community.



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2022 CYCLING CLASSIC



TUCSON

2020 Population (50-mi. radius):

1,047,279

Source: statsamerica.org

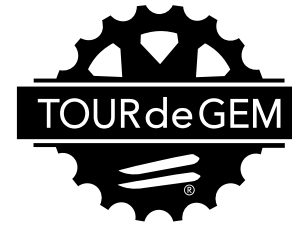


DAYTON

2020 Population (50-mi. radius):

3,039,796

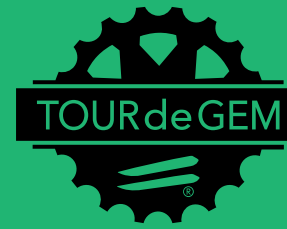
Proof of Concept



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2022 CYCLING CLASSIC

- Police Unity Tour
- JDRF
- Pelotonia
- Ride Cincinnati
- Tour de Donut
- Hotter'N Hell 100





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THE NEED IS AS GREAT AS EVER

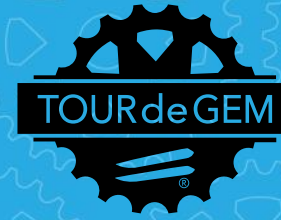
2019 tornadoes and Oregon District shootings; 2020's and 2021's pandemic

TdG has proven to be a successful event, providing an additional source of funding for local Nonprofits.

What can they do with an extra \$3,000? \$5,000? \$10,000? \$25,000+

In four years TdG bike ride has distributed over \$260,000 to nonprofit partners.

TdG model provides a READY-TO-USE, FULLY PLANNED AND SUPPORTED EVENT FOR NONPROFITS to plug in to.



THE WRIGHT BROTHERS®
2022 CYCLING CLASSIC

SUPPORT FOR REGIONAL NONPROFITS

At its core, Tour de Gem - The Wright Brothers Cycling Classic provides an easy-to-implement, low-staff-required fundraising event for Nonprofits in our community.

TdG provides the planning and logistics for a safe, fun ride experience. TdG utilizes a web registration tool from The Wells Foundation where Nonprofits create their team and drive fundraising through that team.

100% of funds raised by participants goes to their designated Nonprofits.

TdG is a component fund of The Dayton Foundation; all donations are collected and distributed by The Dayton Foundation.

MISSION:

Cycling. Charities. Community. Together

VISION:

To become one of the preeminent cycling and fundraising events in the Dayton Region and beyond

by hosting a fun, family-friendly cycling event that:

provides a fundraising mechanism for local **NONPROFITS**; delivers a fun, safe and memorable experience for **RIDERS**; creates public relations value for **SPONSORS** and **CORPORATE PARTNERS**; encourages stronger relationships amongst regional **COMMUNITIES**; and increases the awareness of the Dayton Region as a true **GEM**.





THE WRIGHT BROTHERS®
2022 CYCLING CLASSIC

THE NAME

For many years, Dayton has been called the Gem City.

- Very descriptive of our community.
- Extraordinary number of GEMs of which to be proud.
- Many of the GEMs have roots in the Wright brothers and aviation history.

In 2021 Tour de Gem incorporated recognition of our history as the birthplace of aviation.

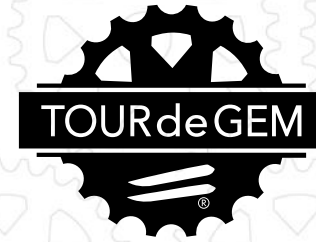
The
WRIGHT
BROTHERS®



THE WRIGHT BROTHERS®
2022 CYCLING CLASSIC

The Tour de Gem - Wright Brothers Cycling Classic benefitting Nonprofits will use Columbus Day weekend and the ride to highlight some of our area GEMs, including:

- Carillon Historical Park
- Dayton Art Institute
- Dayton Aviation History National Historical Park
 - Hawthorn Hill
 - Huffman Prairie Flying Field
 - Huffman Prairie Flying Field Interpretive Center and Wright Brothers Memorial
 - Paul Laurence Dunbar State Memorial
 - Wright Brothers National Museum
 - Wright Company Factory (coming soon)
 - Wright-Dunbar Interpretive Center and the Wright Cycle Company
- Dayton Region Walk of Fame
- Five Rivers MetroParks
- Historic Fort Piqua Plaza
- Ludlow Falls
- National Aviation Hall of Fame
- National Museum of the United States Air Force
- Triangle Park—home of the first NFL game
- University of Dayton, Wright State, Sinclair
- Urban neighborhoods
- Wegerzyn Gardens
- Woodland Historic Cemetery & Arboretum
- Wright “B” Flyer
- Wright State University Special Collections and Archives
- Yellow Springs/John Bryant State Park



THE WRIGHT BROTHERS®
2022 CYCLING CLASSIC

TOUR de GEM TO DATE:

Funds raised: \$286,316 (includes registration fees used for operating expenses)

Funds distributed: \$268,134...100% of donations made

to riders

	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
Rider Count	206	223		313
Virtual Riders			163	54
Fundraise Only Riders	45	38	20	21
Nonprofits	42	44	17	43
Total Funds Disbursed	\$62,140.37	\$55,028.87	\$48,200.10	\$102,765.00



TdG FUTURE GOALS

Participants:

2022: 500 Riders

2023: 800 Riders

2024: 1,000 Riders

Funds Raised:

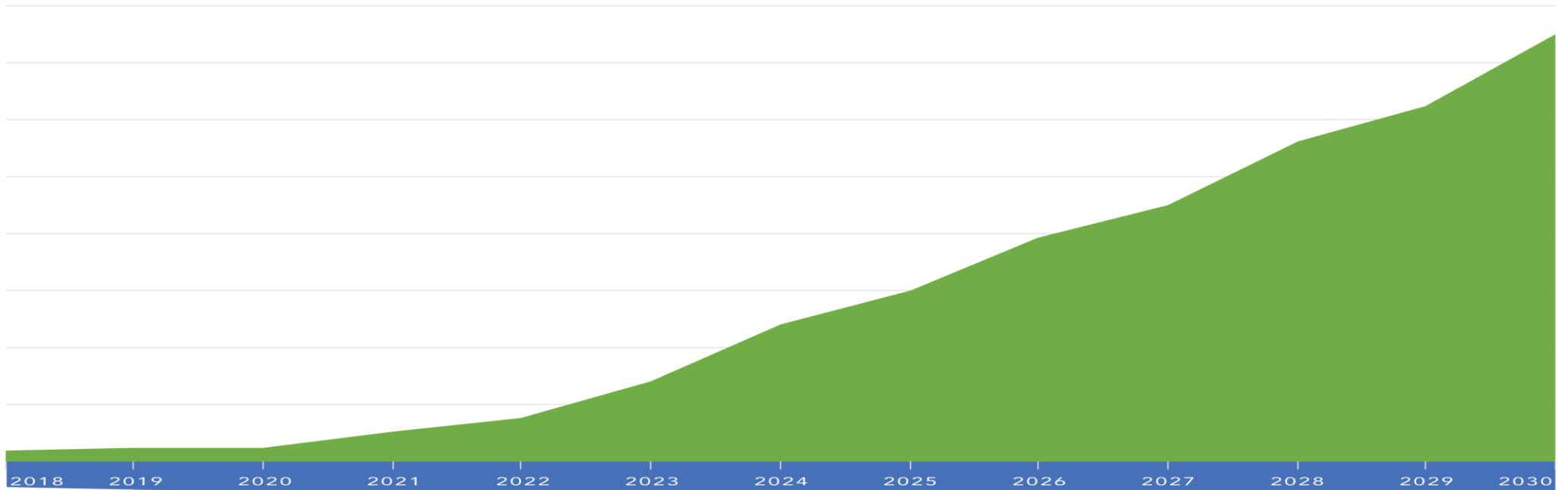
2022: \$150,000

2023: \$280,000

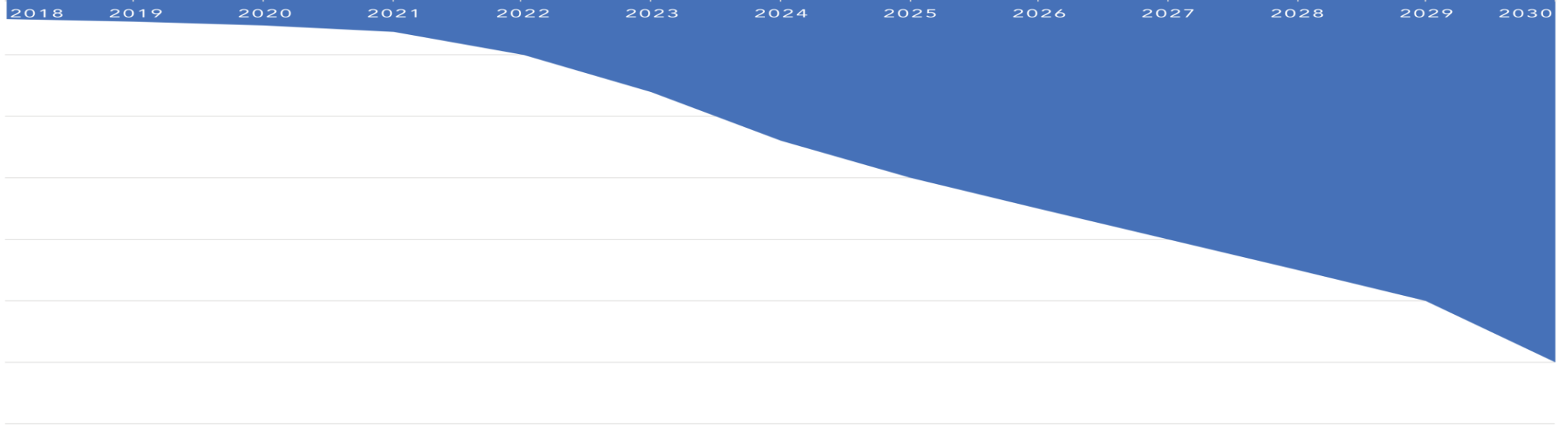
2024: \$400,000

FUNDS RAISED

\$ 1,600,000
\$ 1,400,000
\$ 1,200,000
\$ 1,000,000
\$ 800,000
\$ 600,000
\$ 400,000
\$ 200,000
0
500
1,000
1,500
2,000
2,500
3,000
3,500



NUMBER OF RIDERS



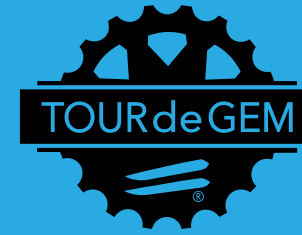


THE WRIGHT BROTHERS®
2022 CYCLING CLASSIC

SATURDAY, OCTOBER 8, 2022 EVENTS

- CycleCon Expo at Montgomery County Fairgrounds
- Promoting tours of our regional GEMs
- Packet pickup



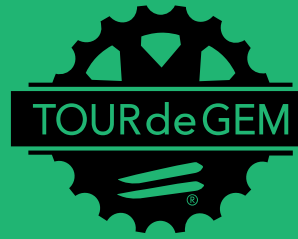


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2022 CYCLING CLASSIC

DAY-OF BICYCLING EVENT

Start /Finish will take place at RiverScape on Sunday, 09 October 2022

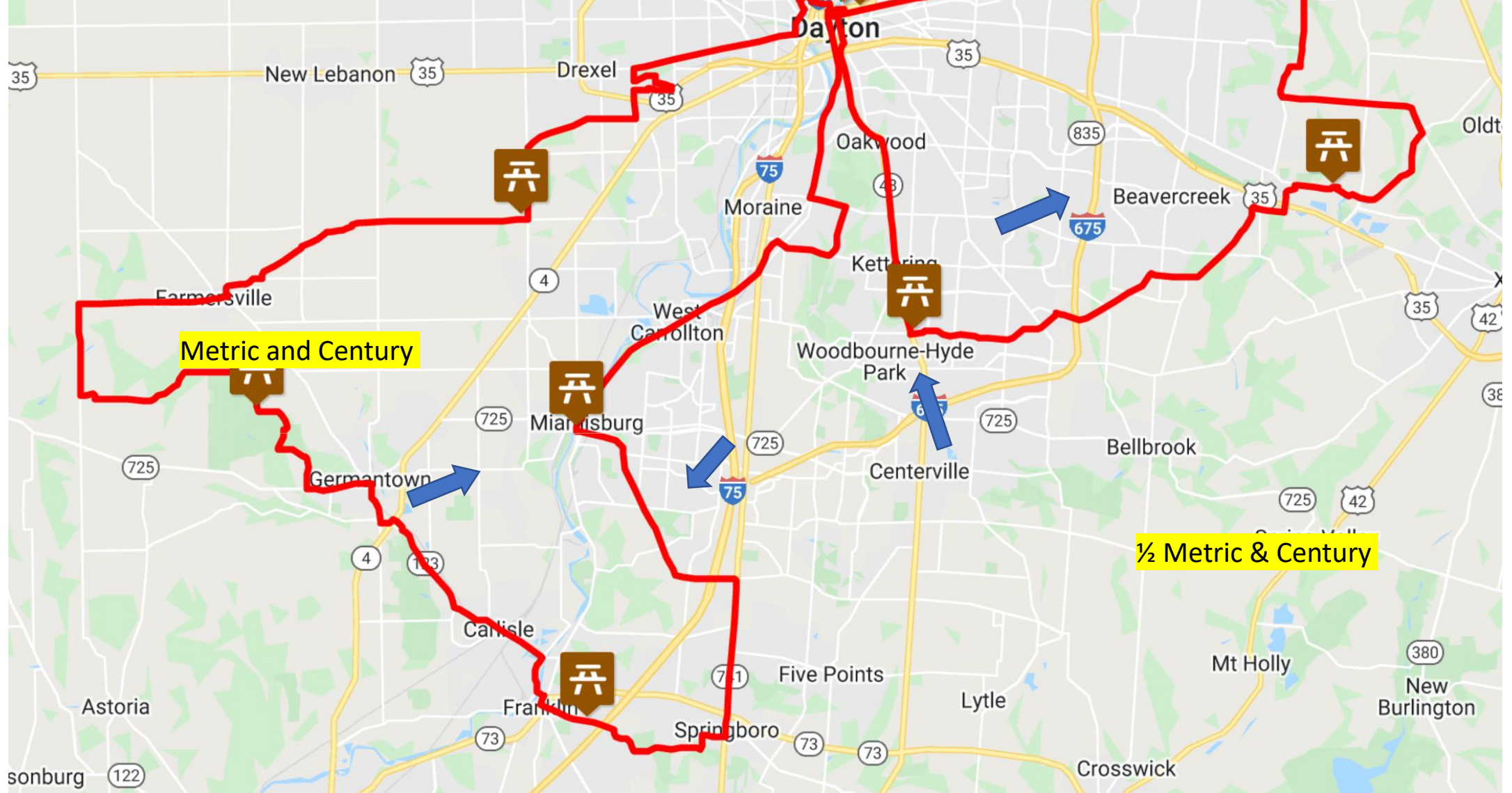
- On-Road Rides—course laid out on area streets throughout Dayton and its eastern and southern suburbs
 - Half-Metric Century: 31 miles
 - Metric Century: 62 miles
 - Century+: 100+ miles
- Fun Ride—riders use the bike path east to Xenia (out & back).
 - Up to 26 miles (marked & supported)



THE WRIGHT BROTHERS®
2022 CYCLING CLASSIC

VIRTUAL RIDE

- Two weeks (September 23 - October 9)
- Ride anywhere, anytime, even on a stationary bike
- Participants register and select:
 - Fun Ride: Riders & families ride any distance on area bike paths
 - Time: cumulative total amount of time on your bike
 - Distance: cumulative total number of miles ridden on your bike



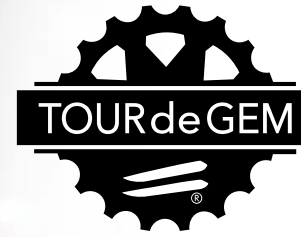
Timing Chart

Metric Century/Century

- Dayton outbound – 7:45 – 7:59
- Kettering AM – 7:51 – 8:17
- Moraine – 8:00 – 8:30
- West Carrollton – 8:03 – 8:53
- Miamisburg (rest stop) – 8:18 – 9:29
- Springboro – 8:36 – 10:05
- Franklin (rest stop) – 8:59 – 10:23
- Carlisle – 9:07 – 10:53
- Germantown (rest stop) – 9:27 – 12:17
- Farmersville (rest stop) – 10:23 – 1:17
- Dayton return – 11:03 – 2:17

½ Metric/Century cont'd

- Dayton - 11:00 – 2:32
- Riverside – 11:16 – 2:52
- Fairborn (rest stop) - 11:32- 3:12
- Beavercreek (rest stop) – 11:48 – 4:32
- Kettering (rest stop) – 12:52 – 4:57
- Oakwood – 1:12 – 5:07
- Dayton – 1:20 – 5:27



THE WRIGHT BROTHERS®
2022 CYCLING CLASSIC

Requests

- Become a sponsor
- Participate – show your support
- Provide a strong police presence
 - Patrol cars on route
 - Bike patrol on route
- Coned lanes where possible
- Promote the Tour de Gem
 - Newspapers, newsletters, social media
 - Create awareness of riding opportunities
 - Suggest people come out and support the riders
 - Ask that drivers be alert for cyclists
- Volunteer



MIAMI VALLEY
Regional Planning Commission



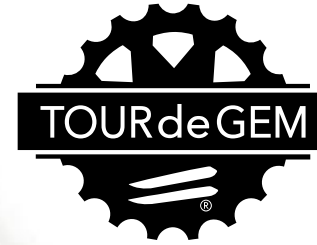
THE WRIGHT BROTHERS®
2022 CYCLING CLASSIC



THANK YOU FOR YOUR TIME.



MIAMI VALLEY
Regional Planning Commission



THE WRIGHT BROTHERS®
2022 CYCLING CLASSIC

Contact Information

www.tourdegem.org

Gerry Chadwick

gerry.chadwick@sunbeltnetwork.com

937-260-8969