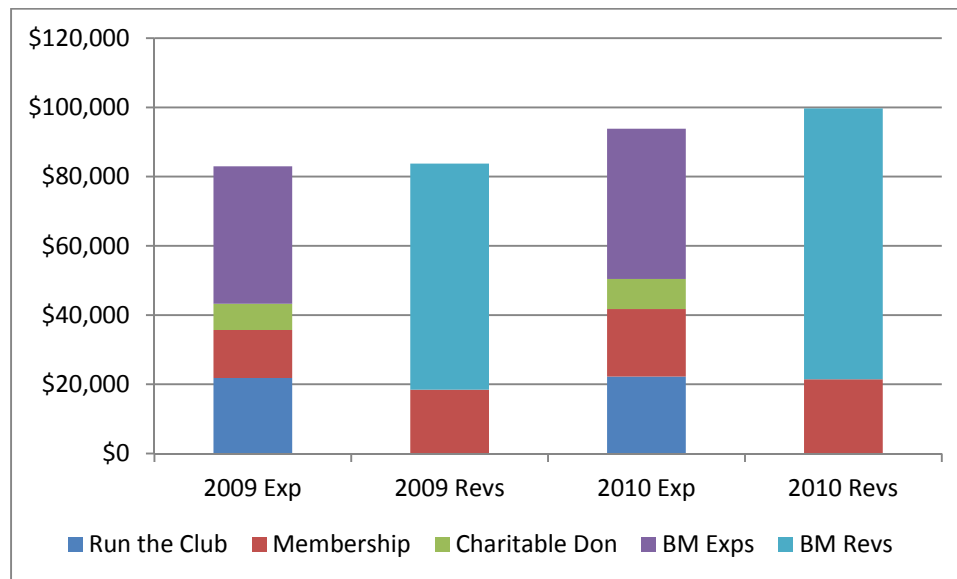


## Bloomin Metric – How it supports the club – Impact of Westport’s 2000 Rider cap

### How it supports the club:

The Bloomin Metric is Sound Cyclists only fund raising event and it is crucial in funding the club’s activities during the year. Each year the board creates a budget for the club with a goal of matching revenue to expenses. Our revenues are annual membership subscriptions and fees for the Bloomin. Expenses fall into three categories:

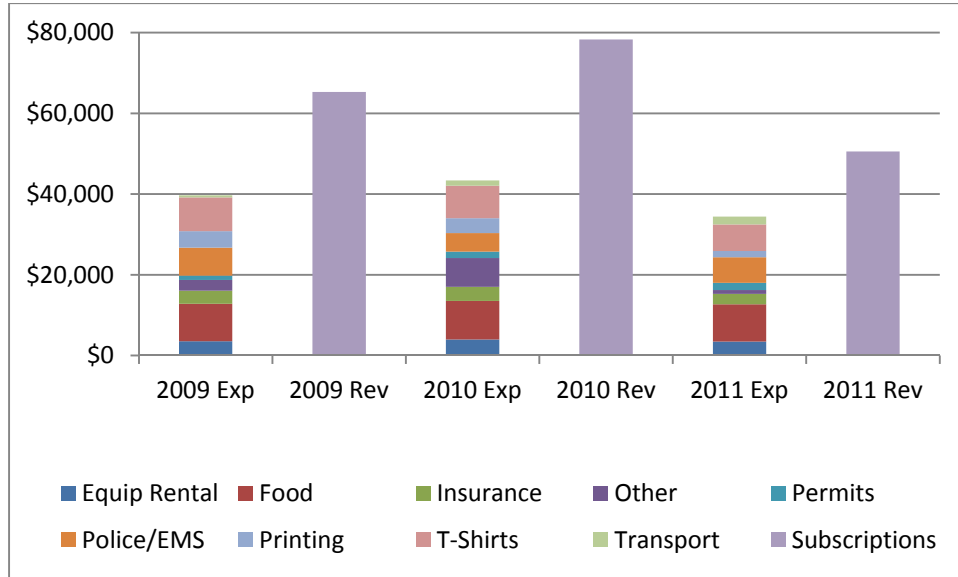
- Expenses to run the club approximately  
Liability insurance, accident insurance for members, website and membership communications, ride leader incentives and training, storage, and other miscellaneous expenses
- Discretionary expenses to fund membership activities  
The club subsidizes the ride leader, volunteer and annual dinners, picnics and post-ride refreshments. (Membership clothing and other items are provided to the members at cost).
- Charitable programs  
The club makes discretionary donations to organizations which support the club’s goals of promoting the general interests of cycling. Over the past three years donations have been made to the volunteer fire departments of towns through which we ride regularly, Safe Kids, Bike-Walk Connecticut and to our own Charity Bikes program.



Membership fees (online membership) which have been \$20 for several years do not fully cover the costs of running the club and the surplus generated by the Bloomin funds all of the membership events and items. The board constrains spending on discretionary programs until the income from the Bloomin becomes apparent. With the advance sign-up and tiered pricing this is known by early April, prior to making commitments on all discretionary items.

### Bloomin Revenues/Costs and Impact of Westport's Cap:

This year, the Town of Westport imposed a 2,000 rider limit in response to one or two residents' complaints over prior years' riding behavior. The club works actively with all of the police departments of the towns through which the BM is routed and obtains permits for the ride. Despite meeting with the Westport's selectmen we were not able to obtain a higher limit to the number of riders. In 2009 and 2010 we had 2600 and 2800 riders respectively.



Clearly, this limit impacted our Bloomin revenues and while we were able to reduce the variable costs, our surplus was reduced between \$10,000 and \$19,000. At their July meeting the budget will be reviewed the board and any adjustments to spending for the rest of the year will be considered.

There are plans in place to leverage several club members who are notable Westport residents to support our application for the 2012 Bloomin and to raise the cap above 2000 riders.