Pedal Tayern and Milwaukee Tourism

The Pedal Tavern is vital to tourism in Milwaukee. Pedal Tavern has generated over \$2,700,000 since 2010 in tourism revenue – Hotels, Restaurants, Shops, Bars, Taxicabs, Stores. (Statistics compiled by using the Wisconsin Department of Tourism's traveler spending formulas. Entertainment Districts consist of: Downtown Milwaukee, Historic Third Ward, and Historic Walkers Point. Riders are estimates)

Year		Tours	Riders	Tourism Revenue for Entertainment Districts
	2010	310	4340	\$303,480
	2011	1050	14700	\$1,027,916
	2012	1400	19600	\$1,370,554
Total		2760	38640	\$2,701,950

On October 5, 2012; the city of Milwaukee enforced a "no responsible drinking" rule on the Pedal Taverns. The Pedal Taverns lost over 60% of their ridership as they had anticipated rides from about 80 groups. Only 30 groups rode. Some groups from Chicago cancelled their entire trip to Milwaukee because they were not allowed to responsibly drink on board.

October 2012:

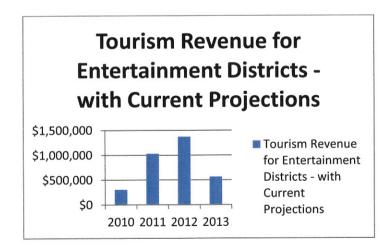
Projected Tours:

80

Actual Tours:

30

Tourism Revenue lost for October 2012: \$48,378



Based off of the Wisconsin Department of Tourism's Traveler Spending Formula, the **Pedal Tavern will generate over \$967,000 more in 2013 tourism revenue if responsible drinking is allowed and regulated** vs. the current model. More revenue for hotels, restaurants, taverns, taxicabs, etc.

