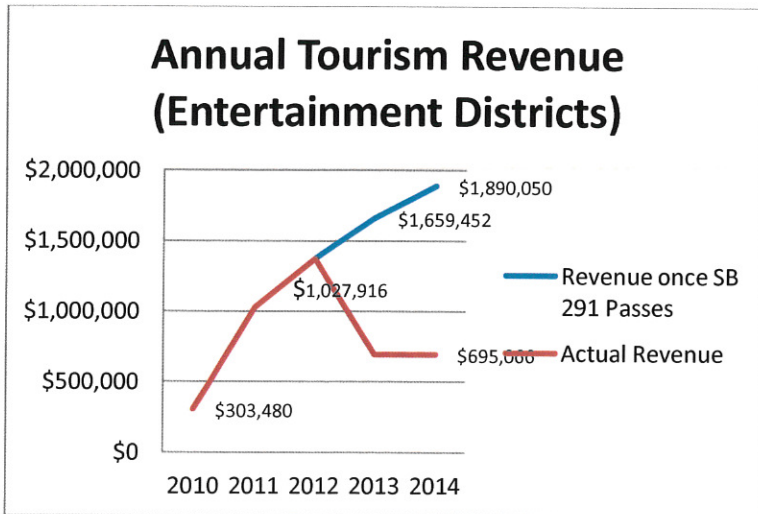
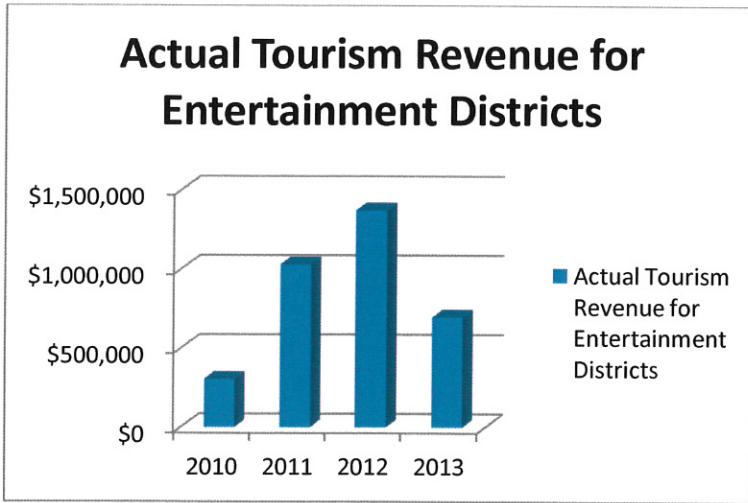


Pedal Tavern and Milwaukee Tourism

The Pedal Tavern is vital to tourism in Milwaukee. Pedal Tavern has generated over \$3.3 million since 2010 in tourism revenue – Hotels, Restaurants, Shops, Bars, Taxicabs, Stores. (Statistics compiled by using the Wisconsin Department of Tourism’s traveler spending formulas).

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
<u>2013</u>	<u>710</u>	<u>9940</u>	<u>\$695,066</u>
Total:	3470	48580	\$3,397,016

Tourism Revenue lost for 2013 Season: **\$675,000 - \$900,000**



Senate Bill 291 to Promote Jobs, Tourism, Small Business, & Wisconsin Heritage

Senate Bill 291 is the heart and soul behind what is now a great tradition in Milwaukee. It is the legal consumption aboard commercial quadricycles. 2010, 2011, 2012 were years when drinking beer on board was accepted and appreciated by locals, tourist, business owners, and workers. When consumption of beer was taken away, the Milwaukee tourism industry that this vehicle creates lost roughly 50% of tourism revenue for shops, hotels, restaurants, bars, etc. Jobs also took a dramatic hit as payroll was down 50%.

A commercial quadricycle is a green emission vehicle that is pedal-powered by the riders on board. About the same size as a full sized SUV, a quadricycle can fit up to 16 passengers on board.

Quadricycle companies provide a chauffeur to override passengers and control the vehicle. Chauffeurs control braking and steering to direct riders their destinations.

Jobs: This bill will create 15+ more jobs! Summer of 2012, Milwaukee Pedal Tavern had 5 full time employees plus 19 part time employees. Summer of 2013, Milwaukee Pedal Tavern only had 1 full time worker and 8 part time workers. Plus this will allow other cities to have these vehicles thus creating additional jobs.

Drive Tourism: Milwaukee Pedal Tavern (Milwaukee's Commercial Quadricycle Company) has attracted over 48,000 riders in the course of four years while operating. Nearly half of all riders are not Milwaukee residents. On Weekends, over 30% of riders are from out of state. According to Wisconsin Department of Tourism, Milwaukee Pedal Tavern, LLC has generated over \$3 million in tourism revenue for local businesses, restaurants, bars, hotels, taxis, etc.

Small Business: Quadricycles are run by small business owners. Owner support other local businesses in the area while supporting themselves and other workers.

Wisconsin Heritage: Pedal Tavern is slowly becoming a Wisconsin tradition shared by family reunions, birthday parties, and corporate events. Much like tailgating at Miller Park, Pedal Tavern offers a fun, safe experience for everyone over 21.

Tax Revenue: More riders equates to more business which then equates for more tax revenue for Wisconsin

Safety: Commercial Quadricycles are very safe. Wisconsin has had over 50,000 riders and there have been zero injuries. Chauffeurs have total control of riders and drive them on a safe path

Precedent: Currently riders are legally able to imbibe onboard in Minnesota, Tennessee, Texas, and most recently Idaho. These states have seen positive results from legal consumption onboard commercial quadricycles. States that do not allow legal consumption have seen a dramatic decline in rider usage.

For 2010, 2011, and 2012 Milwaukee Pedal Tavern has been operating under the assumption that their vehicles were under the same classification as Limousines. Then on October 5, 2012, Milwaukee City Attorney declared that commercial quadricycles are not the same category as limousines nor shuttle vehicles. Milwaukee Pedal Tavern saw a dramatic decline in rider usage. Riders cancelled their tours and there were a number of groups who canceled their entire trip to Milwaukee because of this decision.

For the sake of jobs, tourism, and Wisconsin small business, please pass Senate Bill 291



(Picture on Left is Pedal Tavern Driving over bridge. Right Picture is large group from Illinois whom rented 4 Pedal Taverns during 2012 season).