



Montana Bicycle Celebration

July 15 – 17, 2016

BIG SKY, BIG PARTY

Your feedback and input is needed for the development of a Bicycle Friendly Business Program. With the new Missoula to Lolo Trail connecting Missoula to the Bitterroot Valley and the Montana Bicycle Celebration (July 15 -17), the Bitterroot Trail is poised to become a major cycling destination. Nonresident cyclists touring in Montana spend on average \$75.75/day. This anticipated rise in recreational and touring cyclists means significant potential for dollars to be spent right here Stevensville.

This Bicycle Friendly Business Program will empower businesses to capitalize on bicycle tourism growth and assist businesses in connecting with bicyclists. Please read the attached document and provide feedback to me or to the contacts listed by March 4th. This program is a work in progress. Your thoughts are appreciated!

Bicycle Friendly Business Program

Summary: With the new Missoula to Lolo Trail connecting Missoula to the Bitterroot Valley and several existing cycling events, organizations and opportunities, western Montana is poised to become a major cycling destination. The anticipated rise in recreational cyclists means even greater growth in Montana's booming bicycle tourism industry. Bicycle friendliness is a matter of a degree rather than a "yes or no" quality. This Bicycle Friendly Business Program will empower businesses to capitalize on bicycle tourism growth and assist businesses in connecting with bicyclists.

Program Goals

- Guide businesses on how to be bicycle friendly destinations.
- Recognize businesses for their commitment to being bicycle friendly and attract Bitterroot Trail users to bicycle friendly businesses.
- Encourage mutual respect between businesses and bicycling community.

Program Process: Interested businesses will submit a form online that is reviewed by the Montana Bicycle Celebration planning team and/or a representative from each community. Once approved, businesses will be given a decal to display in front window or door. Decal cost dependent on program sponsorships. Ideally there will be no cost. All Bicycle Friendly Businesses will be recognized on the Montana Bicycle Celebration's website and will be added to an interactive wiki map directory.

Program Requirements

- Bicycle parking visible from front of business. *Bicycle parking best practices and resources will be shared with businesses who do not currently have visible bike parking.*
- Provision of restrooms and water to bicyclists.
- One more service or amenity from this approved list:
 - ATM locations
 - Appropriate maps, information and resources



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- Bicycle Benefits

(<http://bb2.bicyclebenefits.org>)

- Bicycle cleaning station
- Bicycle floor pump
- Bicycle mechanic
- Bicycle shuttle service
- Bicycle tools/supplies for sale
- Bicycle tours
- Bicycle rentals
- Banking
- Pharmacy or medical access
- Camping
- Charging
- Complimentary bicycle locks
- Complimentary shipping
- Covered bike parking
- Limited groceries
- Long-term vehicle parking
- Picnic area
- Phone use
- Self-serve bicycle repair station
- Wi-fi

Questions? Feedback? Ideas?

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