

Bikes Mean Business

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Bikes Belong



It's a New Landscape on Capitol Hill

- Breathtaking change in Congress
 - Landscape incredibly different from 8 months ago
- New scrutiny if its federally funded
 - If the Feds fund it, it needs to be either cut or seriously reduced
 - If it's a such a great program, why don't the states fund it completely?
- Need to meet the new folks where they are
- Focus on business, jobs, cost effective



Meeting New Folks Where They Are

- We often come across as overly virtuous
 - You should be acting this way because its noble and right
- We're not closer to God because we're cyclists
- New folks don't care about livability
- New folks see "enhancements" as a symbol
 - "Inappropriate mandate" and misguided spending
 - Need to restore focus to motorized transportation
- Complete Streets is social engineering



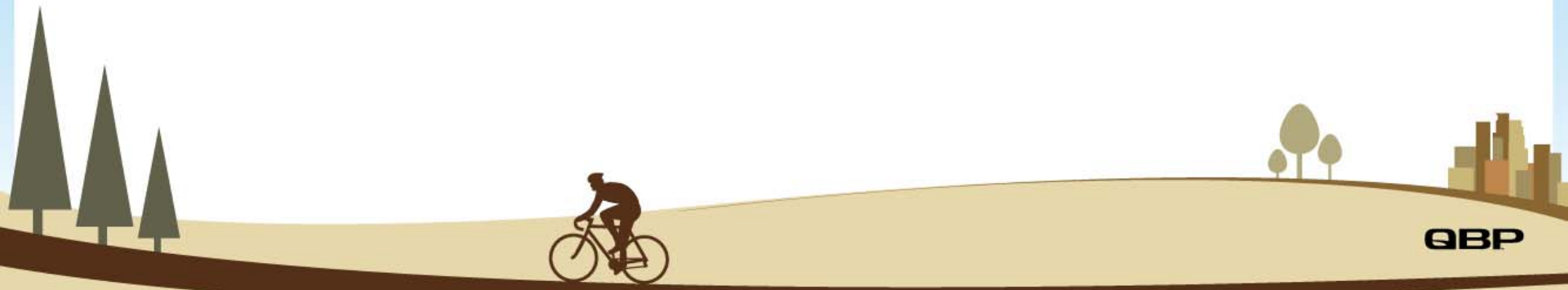
Bikes Mean Business

- Bikes Belong working to provide business focus
- Industry CEOs meeting with key House committee leaders
- Business focus:
 - Successful small business owners
 - Tax payers
 - Employers



Working with Retailers Locally

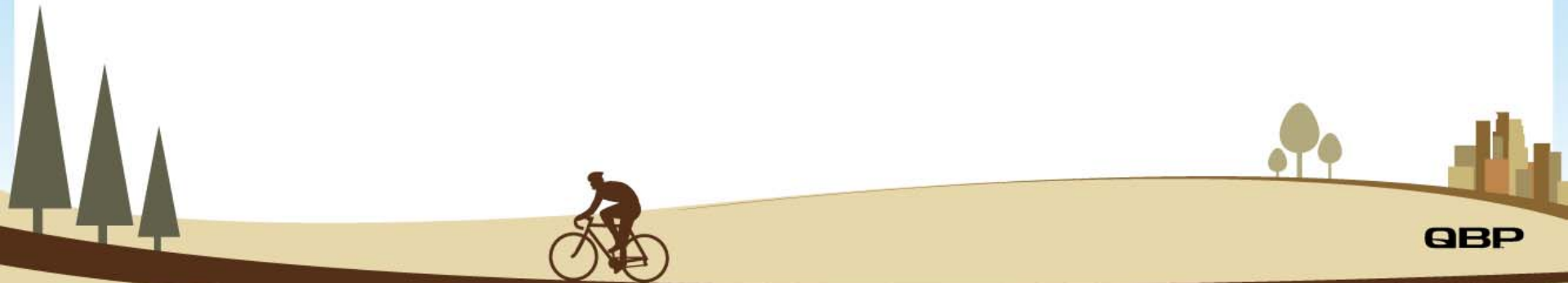
- Work with local business owners to meet the member back in the district
- Bikes Belong can help identify retailers, manufacturers, suppliers to work with
- Expand this small working group to include other businesses who benefit from bicycling



Bikes Mean Business in Minnesota

MN cyclists spend while riding in MN:

- \$481 million annually on purchases
- Supports 5,880 jobs in MN
- Total job compensation - \$145 million
- \$40.6 million in state and local taxes



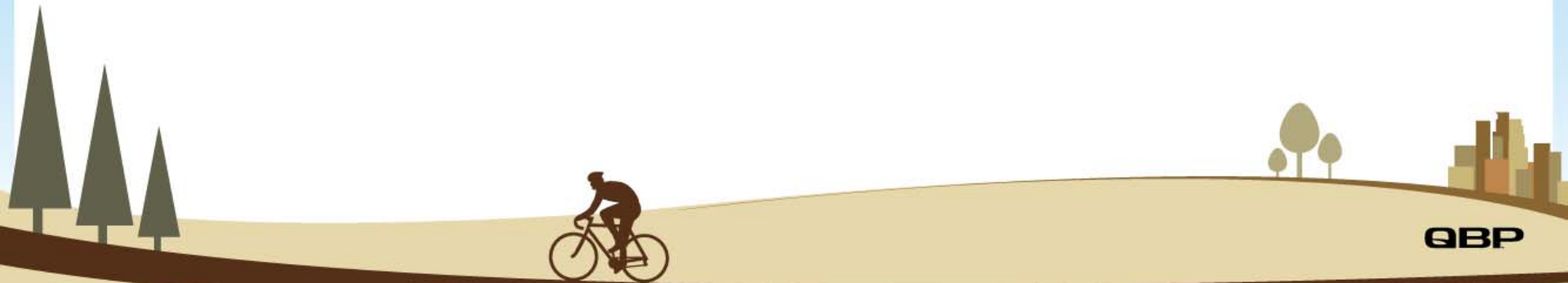
Trails Equal Sales in Minnesota

Trail Users in Twin Cities Metro Area:

- \$290 million in annual spending by all users
- \$137 million in annual spending by cyclists

Trail Users Statewide in MN:

- \$2,433 million in spending
- This supports 31,000 jobs

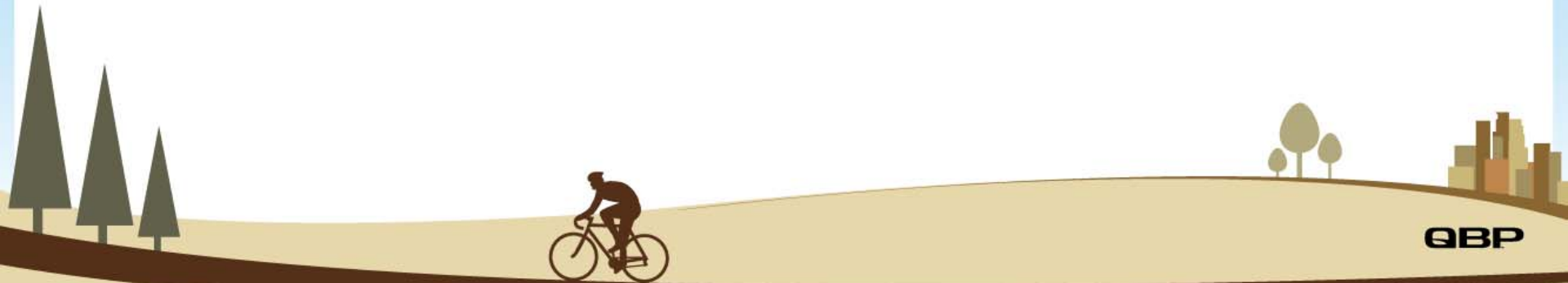


Lanesboro, MN

Town of 800 in MN

Before Root River Trail Built, hospitality sales tax collected by Fillmore County was less than \$250,000 annually

In 2007, thanks to 200,000 trail users annually, Fillmore County hospitality sales tax collections were \$4.7 million



Quality Bicycle Products

Nation's largest bicycle parts distributor in U.S.

247% growth since 2000

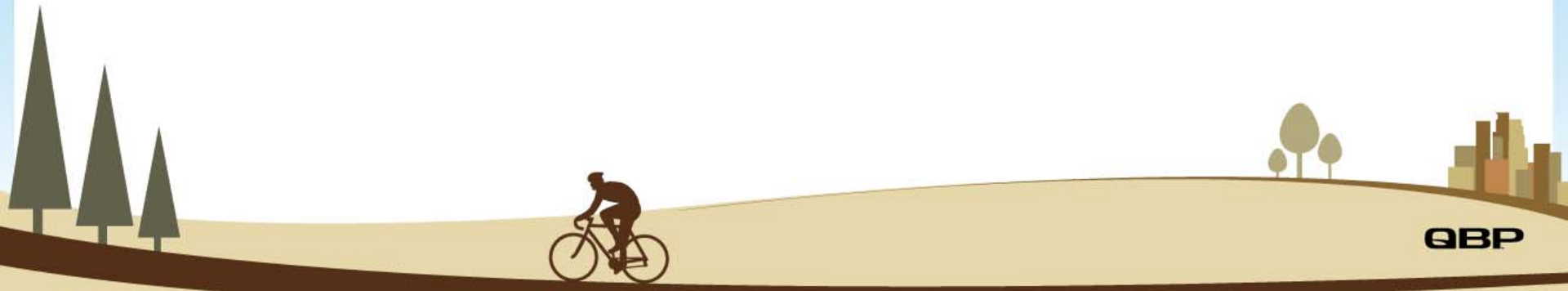
5000 UPS boxes shipped on busy day

Top 5 UPS shipper in MN

Hired 133 people in 2010

Opened facility in Ogden, UT

Will open facility in Philadelphia next year



Generate Your Message

First of several visits here or back in the district

Make it personal – develop a working relationship

Use the business community around you to help make the business case

Contact Bikes Belong for help with retailers

