



Bike Friendly Business Program

Bike Iowa City is an initiative to make the Iowa City area recognized as the premier destination for cycling in the midwest. bikeiowacity.com is the go-to resource for both residents and visitors alike; the site offers a curated list of **cycling routes**, links to local **bike shops**, a list of **cycling events** happening in Johnson County, and more. The Bike Iowa City Bike Friendly Business program will connect residents of Johnson County and cycling tourists to restaurants, bars, and hotels in our community, offering them food, drink, and overnight accommodations that understands the importance of embracing cycling culture in our community.

Johnson County loves bicyclists... and bicyclists love Johnson County!

The Bike Friendly Business Program is a recognition and training program aimed to:

- Help tourism-related businesses understand the importance of Johnson County's growing bicycle tourism industry
- Provide tips and tools for how businesses can be Bike Friendly
- Highlight businesses who commit to enhancing the Johnson County biking experience for visitors and community members

What is the cost to participate in the Bike Friendly Business Program?

The Bike Friendly Business designation is currently free of charge.

Why Your Business Should Participate

- Cyclists have a \$364.8 million economic impact on the State of Iowa (as of 2018 - it's likely even more now). By becoming Bike Friendly, your business will be primed to tap into this growing segment of our economy.
- This free program will give your business special recognition through Bike Iowa City's marketing channels including bikeiowacity.com and on social media (@bikeiowacity)
- Referrals from the Bike Iowa City team
- All businesses receive a welcome packet with a Bike Friendly Business resource toolkit, bicycle maps, Bike Iowa City stickers, and a Bike Friendly Business window cling.



Program Requirements

To become a Bike Friendly Business, you must meet the following criteria in the areas of Bike Enthusiasm and Knowledge, Water Refills, Storage, and Bicycle Repair and Maintenance

Bike Enthusiasm and Knowledge (2 of 4)

- Staff are aware of the basic needs of cyclists and can provide community members and cycling tourists with local information (i.e. provide directions or direct them to bikeiowacity.com)
- We have a bicycle trail map displayed or have trail maps available for cyclists to take
- We offer incentives and discounts to bicyclists
- We participate in Bike Month each May (i.e. host an event, attend an event, promote the month at your business and on social media)

Water Refills (1 of 2)

- A water jug or water fountain is supplied for self-service
- Staff will fill water bottles upon request

Storage

Businesses (1 of 2)

- We have bike racks out in front of the building
- We have bike hooks to hang bikes safely

Hotels (1 of 2)

- We allow guests to store their bikes in their rooms
- We offer a locked room for bike storage or have a secure garage available for bike storage



Bike Repair and Maintenance (2 of 6)

- We have a bicycle repair kit (*minimum items are required, see below)
- We have a dedicated self-service bicycle repair area available for public use
- We have a member of staff that can provide limited mechanical assistance
- We have staff that are willing to contact local bike mechanics/shops in the area when needed
- We offer a tap and hose outside that can be used for bike washing
- We have a bike pump available for use

All items in the Bicycle Repair Kit can be purchased from local bike shops and must include:

- Floor pump
- Patch kit
- Pedal wrench
- Hex keys
- Screwdriver
- Chain tool
- Chain lube
- Spare tubes
- Tire levers