

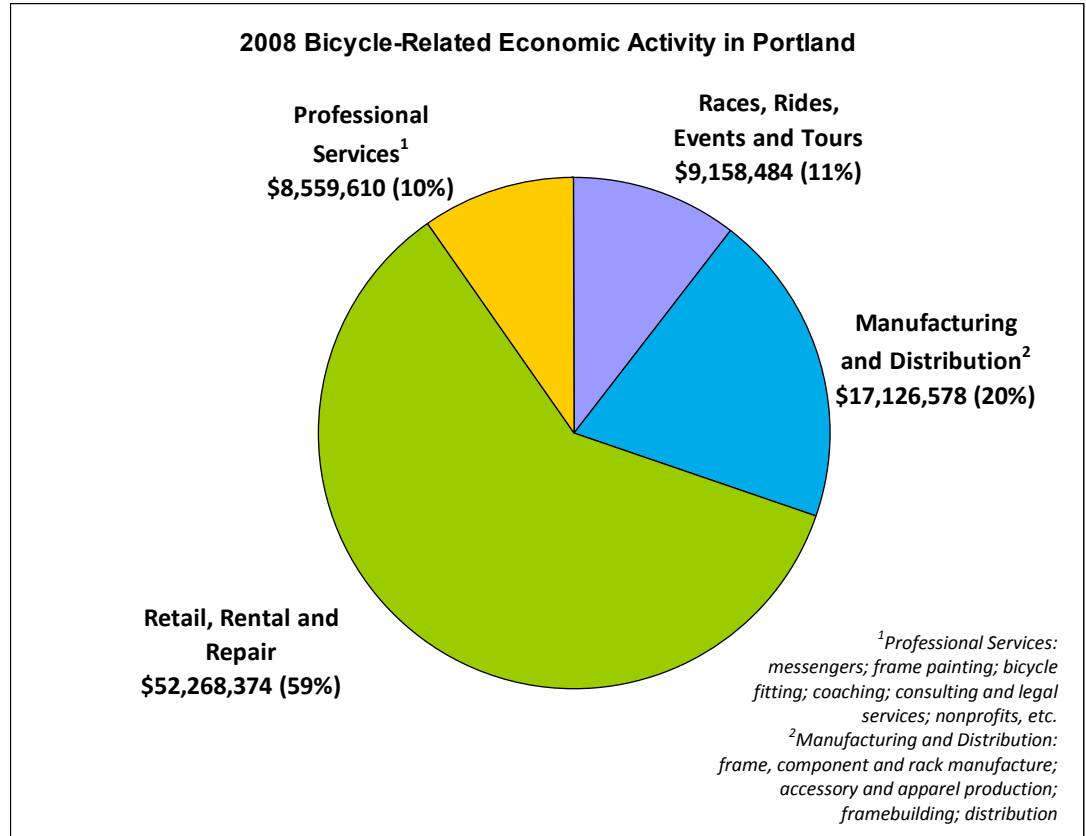
The Value of the Bicycle-Related Industry in Portland



September 2008

Key Findings

- Total economic activity is approximately \$90 million, with the largest segment in the retail sector (60%).
- There has been a 38% increase in the value of the bicycle-related industry sector in Portland since 2006.
- The fastest growing sector is manufacturing and distribution, currently 20% of the total.
- The total number of companies in the bicycle-related sector rose from 95 in 2006 to 143 in 2008, a growth rate of 50%. New businesses are primarily small and locally-owned, with the notable exception of Rapha Performance Roadwear, a national company that relocated to Portland.
- The bicycle-related economy provides between 850 and 1150 jobs in Portland.
- Hand-built bicycle manufacturers increased from 5 to 17 (340% growth). This sector of the economy is growing fast and gaining significant media attention.
- Portland is currently home to nearly 4000 annual races, rides, events and tours (an average of one ride every 27 minutes). This has nearly doubled since 2006, when the number of rides was 2100.



*"It's great to have the support of the local government and the cycling community to make my business a success."
-Framebuilder*

*"Portland has the potential (and may be well on its way) to become like a brand of its own within the industry, representing authenticity and quality within the international bicycle industry".
-Apparel manufacturer*

*"This industry seems 'recession-proof.' Bike-related enterprise should serve as a cornerstone for national energy policy. The health and well-being of our citizens, our economy, and even our national security are depending on it."
-Fitness consultant*

*"We are creating something huge in this state. It's exciting to be a part of it."
-Online retailer*

Suggested Media Contacts – Portland Bicycle-Related Businesses

Manufacturing & Distribution

Ahearne Cycles (handmade custom bicycle frames) – 503-473-2102 (Joseph Ahearne)
Chris King Precision Components (high-end bicycle components) - 503-758-5924 (Chris DiStefano)
Showers Pass (bicycling outerwear) – 503-203-8000 (Ed Dalton)
Sweetpea Bicycles (handbuilt custom women-specific frames) - 503-381-0722 (Natalie Ramsland)

Events and Rides

Bikeportland.org – 503-706-8804 (Jonathan Maus)
Filmed by Bike and Good Sport Promotions – 971-221-7228 (Ayleen Crotty)

Retail, Repair, and Rentals

Clever Cycles (Dutch bikes, family bikes, cargo bikes, folding bikes, accessories) – 503-334-1560
River City Bicycles (new high-end and commuter bikes, accessories, and repair) - 503-233-5973
Sellwood Cycle Repair (new and used bikes, repair) – 503-348-7211 (Erik Tonkin)

Professional Services

Bicycle Transportation Alliance (nonprofit advocacy group) – 503-226-0676x14 (Scott Bricker)
Coat LLC (frame painting shop) – 503-236-6716 (Jason Weber)

For more information: Contact Mia Birk (miabirk@altaplanning.com, 503-880-8615) or Jessica Roberts (jessicaroberts@altaplanning.com, 503-200-3272) at Alta Planning + Design.

Study Notes

This report provides an update of the 2006 study: Bicycle-Related Industry Growth in Portland (sponsored by the Portland Office of Transportation). Study partners include Cycle Oregon, Travel Oregon, City of Portland, BikePortland.org, the Initiative for Bicycle and Pedestrian Innovation (IBPI), and Bikes Belong.

This report only estimates direct bicycle-related business activity (gross revenues and incidental expenditures by event participants) in Portland, and does not include bicycle-related benefits to residents' health, traffic congestion, air quality, or quality of life. It also does not include the increasing number of businesses that use bicycles as delivery vehicles (such as Courier Coffee, Soupcycle, or Hot Lips Pizza).

Staff from Alta Planning + Design conducted research into bicycle-related businesses, events, tours, races, and rides. Relevant Portland businesses were identified through web research, consultation with industry leaders, and widespread promotion of a web survey (notably through bikeportland.org). 67 businesses participated in a web survey and/or follow-up interviews.

Events: Number reached by counting listed tours, races, rides and events on calendars published by b.i.k.e., Bike Gallery, BikePortland, BTA, CCC, Community Exchange Cycle Touring Club, Fat Tire Farm, Mt. Tabor Series, NW Bicycle Safety Council, OBRA, OR BIKE, Portland Cycling, the Portland Office of Transportation, Portland Velo, Portland Wheelmen Touring Club, PSU Bicycle Cooperative, PUMA, PUMP, Recyclery, REI, River City Bicycles, Safer Routes to School, SHIFT, and Sorella Forte.

Estimates on food and lodging expenditures were calculated according to the same methodology as the 2006 study, and were scaled to the distance and number of ride days.

A large volume of relatively low-cost bicycles are sold at large retailers such as Fred Meyer, Costco, GI Joes, and Kmart. The National Bicycle Dealers Association estimates that these represent approximately 11% of the dollar value of bicycle sales of independent bicycle dealers.