



**BIKE-FRIENDLY BUSINESSES**  
**A NEW PROGRAM OF BIKE COCONUT GROVE**  
**MARCH 2018**

Bike Coconut Grove, which promotes safer streets for bicycling and walking in Coconut Grove, is initiating a Bike-Friendly Businesses program. The first step in establishing the program is to enlist the participation of local businesses.

**WHAT MAKES A BUSINESS BIKE-FRIENDLY?**

A business is bike-friendly when it...

- Encourages customers to bicycle to its location.
- Rewards customers for bicycling to its location, e.g., through discounted goods and services for those who arrive by bicycle.
- Joins with a network of local businesses to promote safer routes to business locations and attractive, secure bicycle parking for customers.

**WHY BECOME A BIKE-FRIENDLY BUSINESS?**

Research has shown that bike-friendly businesses have many benefits. They include...

- Encouraging customers to dine and shop locally.
- Bringing more people into the area through bike trips, which are shorter, slower, and more likely to create greater awareness of a neighborhood.
- Opening up more parking for cars.
- Enjoying the cachet of being part of a new, dynamic network and a forward-looking community concerned about improving the quality of life.
- An improved bottom line: More customers, increased sales, and a rising pro-business tide that helps all participating businesses.

**HOW CAN YOUR BUSINESS BECOME PART OF THE BIKE COCONUT GROVE PROGRAM?**

- Sign our agreement to participate in the program. (Downloadable at our website)
- Display our “Coconut Grove Bike-Friendly Business” decal prominently.
- Participate in our Bike-Friendly Business communications network and events through Web alerts, e-blasts, and similar media.

Bike Coconut Grove, established in 2014, is a charitable, tax-exempt nonprofit corporation. We partner regularly with the Coconut Grove Business Improvement District (BID), the Coconut Grove Village Council, the Village of Center Grove Neighborhood Association, the City of Miami Bicycle Action Committee, and neighborhood groups throughout Coconut Grove. Address: 3109 Grand Ave. #288, Coconut Grove, FL 33133. Telephone: (305) 814-3098. Web: [www.bikecoconutgrove.org](http://www.bikecoconutgrove.org). Email: [info@bikecoconutgrove.org](mailto:info@bikecoconutgrove.org).