

Notes from
BICYCLE INDUSTRY FORUM
12 October 2006
Lovejoy Room, City Hall

This group will meet again in three months.

Between now and then, sub-committees will meet to discuss further development of these three major ideas for promoting the growth of the cycle industry in Portland:

1. **A bicycle business association/guild**
2. **A large-scale bike race**
3. **Technical and financial assistance organized by the City**

These three were selected by the forum attendees, with each industry representative allowed three votes, with 21 representatives voting. The full list, with voting results follows:

- Test facility (1 vote)
- Bike show (9)
- **Big race (10)**
- Skilled worker training (1)
- Private sector ambassadors (1)
- **Bicycle business association/guild (17)**
- Builders' studio (0)
- Bicycle tourism promotion (3)
- **Technical and financial assistance (10)**
- Cargo bikes/alternative designs (3)
- Educating motorists and cyclists (1)
- Expand "Transportation Options" (0)

The list above was created from a brainstorm session, for which the following notes were recorded:

- **Identify private sector recruiters/ambassadors**
- National Bicycle Dealers' Association Regional Seminar - Nov. 17
- Need for qualified aluminum welders – hard to keep up with demand during peak season
- **Need for other skilled workers**
 - Local educational institutions can focus on these areas
 - Need for marketing and other business skills
- **Continue PDOT's Options promotion**
 - Easside Hub project
 - 70s bike boulevard
- **Large-scale race, national caliber race**

- Very Portland-centric
- Stage race – week long, like Philly Week
- Interesting course with a certain mystique
- Makes you proud to be from Portland
- Could use seed money
- Could coincide with 2009 Sesquicentennial
- **Bicycle Tourism Partnership**
- We have qualified race promoters here
- Push the “buy local” angle
- **Builders’ studio – common space with expensive equipment**
 - “come to Portland & have a bike built just for you”
- Manufacturing 21 – R&D for metals, innovation center
 - **Access to certification and materials testing**
 - Aluminum frames require lots of certification
- **Association for cycling businesses to help provide marketing and other professional services**
 - Share technical info or testing
 - e.g. Oregon Brewers’ Guild – has a dedicated City advocate
 - local, national and international representation, access to bigger markets
 - Communications co-op: pool resources to hire exper consultants
 - Workshops to build business skills
 - Resource database for industry practices
 - Help to grow mid-sized manufacturers/distributors
 - Develop pool of skilled labor
 - Are there other statewide bicycle business organizations?
- **Need for working capital**
 - PDC offers some tools
 - City might develop a loan fund
- **New Portland Bike Show**
 - How to keep attendance up?
 - Better location to create excitement (e.g. City Hall 1st Thursday)
 - Avoid us vs. them mentality
 - Seattle Bike Expo very successful – not all exhibitors are from Seattle
 - Old Bike Fest on Burnside Bridge w/band – good energy
 - Open house for bike craft studios
 - Don’t be industry-standard bike show – highlight uniqueness
 - Highlight the sustainable element
- **Educate public about visibility, etc.**
 - Drivers’ examination requirements
 - Educate motorists AND current and potential cyclists
 - Increase comfort level with outreach
 - Reduce adversarial relationship between cyclists and motorists