# **Bike to Biz Week 2020 Business Toolkit**

Welcome to Bike to Biz Week 2020! In past years, this event was a single day event called Bike to Work Day, but this year, as with many events, it has been reimagined. For one week, June 22-28, we are encouraging residents to bike to businesses in Colorado Springs, both to celebration bicycling for transportation during Bike Month in June, and more importantly as a way to support our local economy and say “thank you” to the many businesses that have been supporting the biking community over the years.

This year, we have once again partnered with **KOAA News 5**, the **Colorado Springs Independent** and **98.9 Magic FM** as media sponsors to help promote the week-long event throughout Colorado Springs. We are also working with three community partners - **Bike Colorado Springs**, **Council of Neighbors and** Organizations (CONO), and **Support the Springs** – to help connect riders with businesses.

So whether someone is buying groceries, grabbing a bite to eat, or going to a doctor’s appointment, we are encouraging them go by bike. Here are a couple of ideas of ways you as a business can promote the event and bring more traffic to your business:

* Join our [Bike to Biz COS Facebook Group](https://www.facebook.com/groups/736743020400032/) to engage with our biking community
* Share the [Bike to Biz COS Facebook Event](https://www.facebook.com/events/886211955220132/) or these [ready-made downloadable materials](https://drive.google.com/drive/folders/1ai6li2qmXQkWQzM6FgoF8q9n9hZXYZKZ?usp=sharing) on social media to encourage your audience/customers to bike next time they come in
* Hang our “Bike to Our Business” poster in your storefront to bring awareness to the event
* Share a photo or a video of a customer who biked to your business on the Facebook Group or social media and use the hashtag #BikeToBizCOS
* Highlight bike-friendly features of your business or shopping center, such as bike racks or nearby trails and bike lanes
* Make space inside your business during the week for bicycles to be parked
* Consider providing complimentary use of bicycle maintenance equipment like an air pump or tire levers
* Challenge another business to see who can have the most bicyclists come to your business throughout the week
* Create your own unique event during the week – “Beer and Bikes”, “Bike to Buy”, etc. – to encourage bicyclists to shop at your business. Please still follow social distancing and public health guidelines for any event.
* Collaborate with other businesses in your industry to create a passport program for bicyclists to bike to as many types of your business as possible

You can also find more information at our website: <https://coloradosprings.gov/biketobizcos>.

We are excited to support our local economy while celebrating bicycling during Bike to Biz Week 2020!