



**Bicyclists Bring Business Roundtable
Saratoga Town Hall
Schuylerville, NY
May 17, 2010**



Parks & Trails New York and the New York State Canal Corporation held its ninth Bicyclists Bring Business Roundtable on May 17 in Schuylerville.

During the discussion period following the program, attendees offered the following ideas that could be implemented to promote bicycling and the region to cycling tourists.

Everyone recognized the need to work together to package the assets that exist. For example, hoteliers, event organizers, restaurants could jointly market their services and activities so on a weekend so someone could participate in an event one day, then stay overnight and participate in another event or ride another trail the next day.

Opportunities to expand upon existing events (some already exist)

1. Bicycle polo/golf
2. Bicycle routes linked to historic sites
3. Tour de Farm bike - August 22, 2010 – two loops, 15/35 miles encompassing farms and the Saratoga battlefield
4. Washington County – covered bridge, cheese, and fiber tours present opportunities for marketing to cyclists
5. Balloon chasing on bike associated with Balloon Festival in Cambridge
6. ADK Ididaride - a fairly new event
7. Tap into the talent of the people who have experience with the MS or other rides to give help in setting up and coordinating events

Other Event Ideas

1. Mineral springs tour including mineral springs across the state
2. Put together multiple rides from one location or begin at multiple places
3. Birding tours on bikes

Ways to Promote cycling/trails

1. Advertise in New Jersey where there are many bike groups, especially Bergen County
2. Institute Bicycle Benefits program in Albany provides discounts to cyclists at local businesses
3. Offer traffic-riding training to give potential bicyclists more confidence in traffic
4. Tap into Canadian market - very cycling friendly
5. Republish the NYS bicycling map with hills graded
6. Develop an Inn to Inn touring brochure like has been done with the Erie Canalway Trail for the Champlain; could follow Bike Route 9; Use a template like the Lake Champlain Bikeways brochures

Organizations Presently Involved

1. Warren County cycling committee - established to improve single track and road bike trails
2. Scenic Byways organization – working to tap into the Canadian market
3. Adirondack North Country Association - new website to be completed March 2011 will include on-road and mountain bike routes
4. NYSDOT working with Champlain Canalway Trail Working Group on a plan; an atlas will be created for each section so municipalities can see the next steps and opportunities; Sept 2010 completion
5. Saratoga trails committee could be a model - meets every other month; more information on the Saratoga PLAN website

Issues

1. An individual or organization needs to convene and organize the variety of organizations and interests?
Suggestions: Saratoga-Washington partnership, Lakes to Locks Passage, Champlain Canalway Trail Working Group
2. Amtrak needs to allow bikes; Canadians don't have cars so they want to take the train
3. Warren County cycling committee needs source of funds to produce brochures
4. More networking needed
5. It is difficult for small B&Bs to provide a package for cyclists
6. Washington County does not have much lodging so they cannot accommodate large groups; but people could stay in Warren or Saratoga County for Washington County events