



PEDAL PUB

CITY INTRODUCTION

IMAGINE

A private company dedicated to showcasing your city's best assets to **residents** and **tourists**.

An attractive entertainment option to help lure big **events** and **conventions**.

A job where people in your city can make up to **\$50/hr.**

A safe vehicle for bringing **people, money** and **free publicity** to your local businesses. **It's Slow Fun!**

As the only national brand providing pilot-driven pedal tours, **Pedal Pub** offers all this and more. It's fun. It's safe. It's environmentally friendly. And it's already working in **50 cities**.

Please Join Us





AN UNFORGETTABLE EXPERIENCE

PEDAL PUB OFFERS A COMMUNITY AND SOCIAL EXPERIENCE UNLIKE ANY OTHER.

Fun. People who participate in Pedal Pub adventures are overwhelmingly positive about their experience. They love working as a team to complete a journey, and they find the time they spend together to be truly original and memorable. And wanting to come back to see more of the city and visit they saw.

Safe. Pedal Pub is a professional provider with **rigorously trained** pilots and **thousands of hours** of experience in dozens of cities. We know how to make every journey both fun and safe.

Social. Pedal Pub delivers a positive team-building experience. Whether it's friends out on the town, a birthday or bachelorette party, or a corporate event, our customers enjoy breathing in the fresh air while taking in your city sights.

Caring. Pedal Pub is always conscious of how we treat our customers, environment, and those around us. We have strong rules in place that help create a safe, fun atmosphere.





RIGOROUS SAFETY REQUIREMENTS

PEDAL PUB GOES ABOVE AND BEYOND TO MAKE EVERY PARTICIPANT'S EXPERIENCE SAFE AND SECURE.

Our vehicles are constructed by **Fietscave**, the world's most experienced bike producer. Based in the Netherlands, Fietscave invented the party bike industry and has a 20+ year track record for quality and safety. In addition, all Pedal Pub bikes must pass a stringent **annual inspection** or be replaced with new bikes. We have four times as many bikes on the road and four times as many tours taken compared our nearest competitor. Our third party bike inspector, Excel Cycle Systems, has been in business for more than five years.

Our mangers must complete rigorous training at existing locations before operating a bike, in addition to our comprehensive online training program. Pedal Pub is the only national brand providing **certified**, pilot-driven pedal tours.



A man and a woman are smiling and looking towards the camera while sitting on a Pedal Pub. The background shows a scenic view of a city with mountains in the distance. The text "A PR MACHINE THAT PAYS DIVIDENDS" is overlaid on the image in large, white, bold letters.

A PR MACHINE THAT PAYS DIVIDENDS

PEDAL PUB IS MORE THAN A FUN RIDE. IT'S AN AMAZING WAY TO SHOWCASE YOUR CITY AND ATTRACT EARNED AND SOCIAL MEDIA COVERAGE WORTH ITS WEIGHT IN GOLD. WE HAVE A TRACK RECORD OF GETTING DOWNTOWNS FEATURED ON MAJOR TV SHOWS AND MUSIC VIDEOS.

Residents from local or outside communities love the chance to explore new neighborhoods, and they always leave with a new appreciation for their hometown that they tell their friends about.

Tourists love the interactive nature of Pedal Pub, preferring its open-air, "DIY" spirit to more formal bus tours.

Small businesses love the fact that Pedal Pub delivers people right to their doors, puts them in a generous mood, and brings in customers that may not have otherwise visited.

Local charities love how Pedal Pub can be used to raise additional funding.

The Super Bowl committee was drawn to Minneapolis in part due to our pitch video: <https://youtu.be/VJaOIgR-HPc>





AN ECONOMIC IMPACT YOU CAN FEEL

PEDAL PUB STIMULATES YOUR LOCAL ECONOMY IN FOUR DISTINCT WAYS:

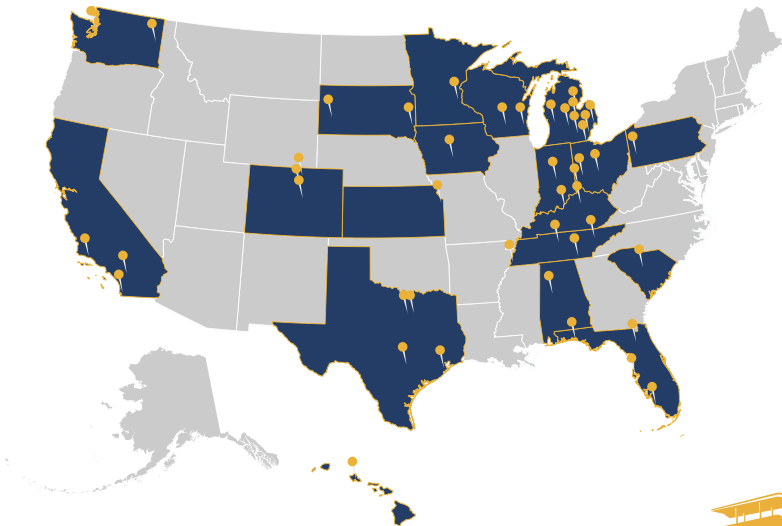
- 1) Our presence as a novelty entertainment experience helps attract big **events** and **conventions**, which in turn generates significant consumer spending.
- 2) Each Pedal Pub tour generates over **\$500** in direct spending at local establishments during the tour. With multiple tours happening every day, this definitely adds up.
- 3) Our Certified Pilots can make up to **\$50/hr.**, far exceeding the minimum wage and creating more disposable income to put back into the local economy.
- 4) By sharing our customers with your small businesses, we generate valuable **awareness** and **word of mouth** well after the tour is over.



A PROVEN NATIONAL NETWORK

UNLIKE SOME FLY-BY-NIGHT "MOBILE PUB" OPERATIONS, PEDAL PUB IS AN EXPERIENCED, RESPONSIBLE, AND PROVEN PROVIDER.

- We have **10+ years** of industry experience. In fact, we were the industry pioneer in the U.S.
- We successfully operate in a national network of nearly **50 cities**.
- We have established strong **win-win relationships** with city officials throughout the country.
- We have logged hundreds of thousands of tours carrying over **1 million** passengers.



A photograph of three people (two men and one woman) sitting on a pedal pub, smiling and looking towards the left. The image is overlaid with a dark blue semi-transparent rectangle. The text 'SUGGESTED REGULATORY GUIDELINES' is written in large, white, bold, sans-serif capital letters across the middle of the image. A thin yellow horizontal line is positioned below the word 'GUIDELINES'.

SUGGESTED REGULATORY GUIDELINES

CONTACT US DIRECTLY TO LEARN SOME SPECIFIC REGULATORY MEASURES THAT HAVE WORKED WELL IN OTHER PEDAL PUB CITIES. IN THE MEANTIME, CONSIDER THESE GENERAL GUIDELINES:

- Bike operators should pass a background check.
- Pilots should complete training and have a license.
- Bikes should meet stringent safety standards.

IN ADDITION, ALL PEDAL PUB PILOTS MUST COMPLETE FIRST-AID TRAINING. THEY ALSO HAVE TO HAVE A BARTENDERS LICENSE, BECAUSE EVEN THOUGH THEY DON'T SERVE ALCOHOL ON OUR BIKES, WE WANT OUR PILOTS TO BE PREPARED FOR ALL TYPES OF SITUATIONS.



OUR INSURANCE REQUIREMENTS

AS AN ADDITIONAL WAY TO CREATE A SAFE ENTERTAINMENT ENVIRONMENT AND BUILD A STRONG AND RELIABLE FRANCHISE NETWORK:

- We mandate that all Pedal Pub franchise locations carry a minimum of **\$1,000,000** in general liability insurance.
- To attract preferred insurance rates our legal team provides cities with suggested and proven city ordinances (based on federal/ state laws), then works to conform to unique needs of a city

IT'S JUST ONE MORE WAY THAT WE MITIGATE YOUR CITY'S RISKS WHILE MAXIMIZING ITS POTENTIAL ECONOMIC REWARDS.



GATHER & GO!

“ My daughter had her bachelorette get-together last year in Nashville, and the Pedal Pub bike was the hit of the excursion. The Mayor’s Office has been following recent news stories about your company expanding into the Illinois area. We were wondering if you’ve considered Aurora. If so, we would welcome the opportunity to meet you and find out more about your company and the services you offer. ”

— **Chuck Nelson**
*Deputy Mayor
City of Aurora*

