



Mark Ware
Mission Point Resort
6633 Main Street
Mackinac Island, MI 49757

February 19th, 2025

Dear City Council Members,

Mission Point Resort is requesting 25 additional bike licenses for the 2025 season for a total of 125 bike licenses. Over the last 3 years we have seen an increase in the number of bikes being brought to the island. We believe this in part because we do not have enough bicycle rentals available to our guests. During the peak season, we can have up to 750 guests on property. By providing an adequate supply of rental bikes, we are hopeful to reduce the number of bikes being brought to the island. We are also hopeful the availability of enough rental bikes on our property will reduce the number of e-bikes brought to the island.

We recognize the traffic congestion created by the bicycles in the Island. While adding additional licenses may seem counter intuitive, we understand from our repeat guests that many are bringing bikes with them because we have not had enough bikes to rent. We also recognize that most of our guests only use their bicycles for a few hours per day and may not use their bikes every day. By providing more licenses, we can reduce the total number of bikes brought to the island, as each rental license can replace up 2-4 guests bikes. Our current supply of licenses can service roughly 100-400 guests per day. The additional 25 licenses would allow us to serve up to another 100 guests. We are seeing over 300 guest bicycles on property during peak season. We believe that adding the additional 25 licenses we can reduce the total number of bikes on the island up to 100.

At Mission Point Resort, we value the safety of our guests and of our community. We believe that adding the additional licenses will help our guests and help reduce congestion on the island. Thank you for considering our request for additional licenses.

Sincerely,
Mark Ware
CEO