



# Parry Sound Bikes

Family Friendly: Dedicated to Growing the Local Cycling Culture

By Catherine Lapierre

Community based business, and family friendly, Parry Sound Bikes has been successful in establishing and growing the business and building a solid customer base.

Founded in 2013 Parry Sound Bikes was situated at the corner of River Street and Bowes. At that time, the business was operating in a rental space with two employees and provided bike sales, rentals, and repair service. Local families embraced the idea of family friendly and the local bicycling community flourished.

Within four years the business had grown to the point where it employed owner full time, Aleesha Mullen, and bike mechanic, Thomas Clark, as well as, 2 summer staff. Aleesha launched new product lines to service the more competitive athletes, winter sports including fat biking, cross country ski's, and provided seasonal group rides which included; road rides, mountain rides, women's rides, and fat bike rides.

Aleesha has worked tirelessly to create a community around the bike shop. Parry Sound Bikes was voted Canadian Cyclist Best Bike Shops in 2014, 2015, 2016 and again this year 2017 by CanadianCyclist.com



In early 2017 it became clear that Parry Sound Bikes had outgrown its leased premises. With financing made available by the Community Business Development

Centre (CBDC), Aleesha was able to purchase and renovate Parry Sound Historic Fire Hall at 25 Mary Street. Aleesha summed it up best with, "The purchase, renovation, and subsequent expansion would not have been possible without the support, continued partnership, and lending services of the Parry Sound Community Business Development Centre. CBDC was there to provide a loan that helped our company complete the expansion."



The new location and renovations allowed Parry Sound Bikes to double both its retail space and have a designated repair service area. There was also room for an espresso coffee bar, which provides a one-stop-shop for cyclists. Storage in the basement, and a single unit dwelling on the upper level. Future plans include online sales and bike tours, as well as, 2 additional seasonal positions.

CBDC wants to make the Parry Sound region a thriving economic hub for those living and visiting. This is accomplished by providing loans to assist both start-up & existing businesses. Since opening its doors in 1987 the CBDC has approved over 539 loans, valuing over 47 million dollars. The CBDC has created & assisted in maintaining 2292 jobs in the local area.

Contact the CBDC today to see your business dreams become reality. Follow CBDC on social media.



Parry Sound Community Business Development Centre

