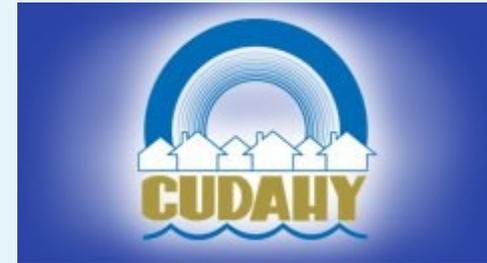


June Business of the Month

South Shore Cyclery
4758 South Packard Avenue
414-831-0211
<http://www.southshorecyclery.com/>



As a part of a continuing effort to promote local business here in the City of Cudahy, the Office of the Mayor has begun a new feature called the **Cudahy Business of the Month**.

From month-to-month, we will interview a local business owner to showcase his or her business. In-turn, this will help residents of our community and elsewhere become familiar with the many quality, local companies located within our borders. - Mayor John Hohenfeldt

The interviewees are Scott Wilke (S), co-owner, and Amber Vavrusa (A), marketing and public relations.

When did you open South Shore Cyclery?

S: The store began in 1987 as North Shore Cyclery on Oakland Avenue in Milwaukee, started by a previous owner. He then moved the store to South Milwaukee and it became South Shore Cyclery. In 2002 I came into ownership of the current building on Packard Avenue, (the former Cudahy News and Hobby building) using it as a museum for my growing antique and vintage bike collection. We linked operations and the new South Shore opened here in 2005.

What sales and services do you offer?

S: The primary operation is to sell new and used bikes and bike parts. We are franchised to sell Giant bicycles and bicycling accessories. We also have bicycle repair and service operations by trained mechanics. We offer trade-in deals as well. We are particularly interested in buying well maintained classic, vintage, and bicycle shop quality bicycles.

The museum aspect of the shop is unique, can you describe that part and its background?

S: I began collecting classic American bikes in 1988, initially focused on those manufactured between 1933 and the late 1950s. The collection progressed and grew to include all eras of bicycling history. We have specimens from the Civil War era to modern times.

Part of the shop is dedicated to showcasing the collection. People can visit my website, www.bicyclecollector.com, for all the details. The history of our building beginning which started as a Woolworth's Department Store, is told there too.



Does the store have a website for sales?

S & A: We're growing our business through e-commerce and our goal for the foreseeable future is to grow our online presence. The sales are managed through e-bay and linked to our website (www.southshorecyclery.com). Retail is moving well and we even have visitors & shoppers from international IP addresses.

Do you host or sponsor events or organizations?

A: We host a Wednesday night group bike ride from April to September which departs from the shop at 6 pm. This route is 26.4 miles and several groups form organically ranging from average speeds of 14 mph to 20+ mph. Recently, we started a weekly casual ride which will run from June to August; open to anyone, a slower pace of 10-12 mph between 5-10 miles.

Along with some weekly rides in the summer, we organize & sponsor an event with a local business in Bay View, called the Rollout. This is a unique bike & art experience for many types of riders to explore Bay View Gallery Night. In the winter we offer Park Tool School bike maintenance and repair classes, we host Cycle & Strength fitness class, and organize a fat bike relay race called the South Shore Frosty Hog. It's a great way to link our business with our customers & community.

RIDE the 
Distance

 **50+ miles**
ADVANCED ROAD BIKE GROUP RIDE
EVERY SATURDAY AT 10AM APRIL-SEPTEMBER

26 miles
WEDNESDAY ROAD BIKE GROUP RIDE
EVERY WEDNESDAY AT 6PM APRIL-SEPTEMBER 

 **5-10 miles**
CASUAL WEDNESDAY GROUP RIDE
EVERY WEDNESDAY AT 7PM JUNE-AUGUST

South Shore Cyclery

★ **BICYCLE SHOP** ★

(414) 831-0211
M-F. 11-8 • SAT. 10-5 • SUN. 12-5
★ WWW.SOUTHSHORECYCLERY.COM ★

MORE INFORMATION: CALL US or VISIT OUR WEBSITE

We have been a sponsor for the Oak Leaf Discovery Tour Passport for the past 3 years, which is a summer long fundraiser created by the Park People for enhancements to the Oak Leaf Trail. The proceeds go toward funding way-finding signage, such as new reflective and graffiti resistant signs. We also are an active member of the Milwaukee County Trails Council, the Healthiest Cudahy Coalition, and the South Shore Chamber of Commerce.

What are your methods of advertising?

A: We are very active on our Facebook page, as well as Twitter and Instagram. Staying connected with bike centric people through group forums. Go ahead and “Like us” here: (<https://www.facebook.com/SouthShoreCyclery>). Our online presence also consists of our website and online catalog where you can also find information on events, products, bike-articles, and shop information. We have an email newsletter that goes out weekly to our customers that keep them updated with exclusive offers, product information, local happenings and rides, as well as fun bike quotes & videos.

We also work with a talented graphic designer and distribute flyers in restaurants, coffee shops and grocery stores. We exhibit our business by attending community events like the Brew Town Rumble, Bay View Bash, Bay View Gallery Night and many others.

What are your hours-of-operation?

S: Monday through Friday from 11 AM to 8 PM. Saturday from 10 am to 5 pm. Sunday from 12 to 5.

As always, we encourage you to support each and every local business. I hope that this monthly feature of *South Shore Cyclery* has helped you become more familiar with this local business. For information on previously featured businesses visit the City of Cudahy’s website at www.cudahy-wi.gov and click on Departments > Economic Development.

