



MEDIA RELEASE

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Fitchburg Adds Four New Bicycle Friendly Businesses City Rises to Fifth in the Nation

Fitchburg, Wis. – Today, the League of American Bicyclists recognized four Fitchburg businesses with Bicycle Friendly Business (BFB) awards, earning them places alongside more than 1,200 businesses across the country contributing to the movement to build a more Bicycle Friendly America for everyone.

The new awardees are:

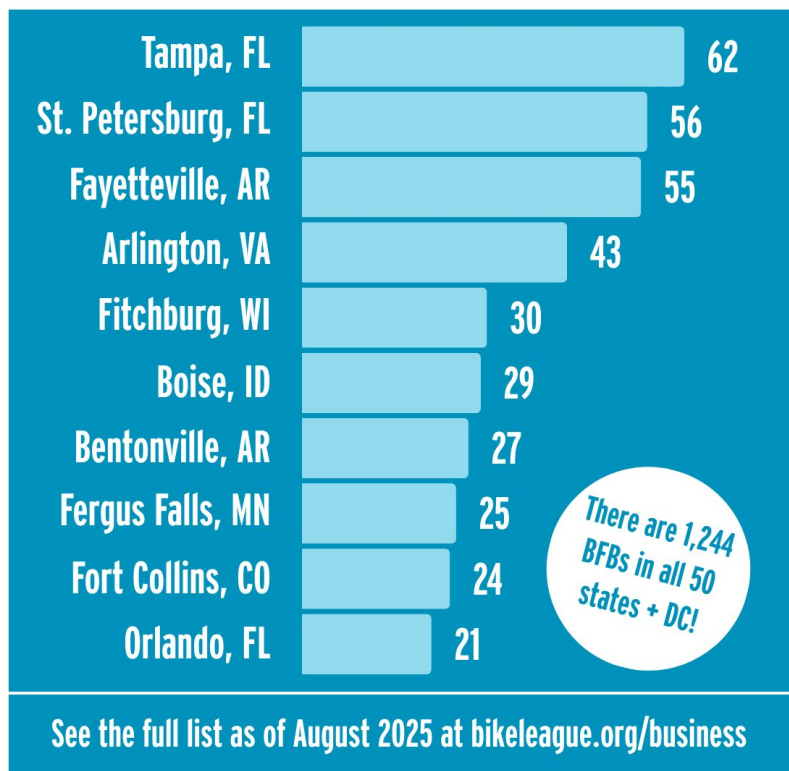
-  [Flight Wine & Bourbon Bar](#) Bronze
-  [Limerick Senior Apartments & Townhomes](#) Silver
-  [Tati Co](#) coffee shop and market Bronze
-  [Thirsty Goat](#) restaurant and brew pub Silver

“Bikes are a vehicle for connection, friendship, and community,” said Bill Nesper, executive director of the League of American Bicyclists. “Bicycle Friendly Businesses like Fitchburg’s new awardees highlight how investing in biking creates momentum for positive change—building safer, healthier communities and strengthening the networks that bring people together.”

Bike Fitchburg and our partners on the Fitchburg Bicycle & Pedestrian Commission are proud that with thirty-one (31)* Bicycle Friendly Businesses, Fitchburg has improved its status to **fifth in the nation** for the number of BFBs per community.



WHICH CITIES HAVE THE MOST BICYCLE FRIENDLY BUSINESSES?



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The Fitchburg awardees join a total of 1,244 current BFBs nationwide, including everything from government agencies, Fortune 500 companies, museums, hospitality establishments, bike shops, and other employers, all united in a commitment to transform American workplaces to be more welcoming to both customers and employees who bike. The Bicycle Friendly Business award recognizes an organization's contributions in shifting up and accelerating the movement to build a Bicycle Friendly America for everyone.

"At the heart of every new Bicycle Friendly Business is a commitment to something greater—community, sustainability, and well-being, to name a few," continued Nesper. "We're proud to celebrate these Fitchburg businesses for their ongoing efforts to champion cycling both within their workplace and in the world around them."

All Fitchburg's new BFBs share base amenities of locations near Fitchburg's low-stress bicycle network, good bicycle parking for visitors, and removal of barriers to biking such as prohibitions of bikes in drive-throughs. They benefit from nearby stations for [Madison BCycle](#), the e-bike sharing system serving Madison and Fitchburg, and the Fitchburg Greenway System.

"When undertaking the development of the Limerick, we were looking for amenities that would make the property stand out," said Lane Manning, developer. "Our location on Uptown Fitchburg's extensive Greenway System made it easy to choose secure bike parking, a BCycle e-bike share station, and free BCycle rides for tenants. Even residents who no longer drive can enjoy the comfortable, 1.6-mile ride on the Lacy Greenway to the Fitchburg Senior Center."

"It's a great honor to receive this Silver designation," said Ryan Teague, assistant manager of the Thirsty Goat. "We try to foster community here, whether by giving priority to bike groups on a tight schedule or just making folks feel welcome when they come as they are. We also worked to provide bikes for several employees, who now ride them regularly to work!"



Fitchburg's Bike to Work with the Mayor and Bicycle Friendly Business celebration, May 16, 2025

"Since 2022, the Fitchburg Chamber Visitors + Business Bureau and its partners Bike Fitchburg and our local city government have reached out to Fitchburg organizations to welcome people on bikes and be recognized as Bicycle Friendly Businesses," said Angela Kinderman, Chamber Executive Director. "Supporting our bicycle culture continues to be a winning formula for Fitchburg organizations."

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“Success in encouraging biking requires a balanced approach,” said Julia Arata-Fratta, Mayor of Fitchburg. “The city used the five Es of the Bicycle Friendly America Program as a framework to insure we aren’t neglecting important areas. Infrastructure may be the costliest component, but other aspects of bike friendliness, like corporate bike events and convenient, secure bike parking are also needed. I urge all our 800-plus businesses to consider how they can better support biking.”

Fitchburg will celebrate its Bicycle Friendly Businesses at the Chamber’s Bike the ‘Burg Wrap Party, Agora Pavilion, 5500 E Cheryl Pkwy, 5:00-7:00 p.m. on October 8, 2025. Award plaques will be presented to our newest BFBs and all 31 organizations will be recognized in a short ceremony at 5:30 p.m. The public can enjoy music, snacks, and games and the top riders of 2025 will be recognized.

As part of the BFB network, these businesses have access to a variety of tools and technical assistance from the League to become even more welcoming to people who bike. To learn more about the BFB program or apply, visit the League at <https://bikeleague.org/business>. For assistance in implementing bike-friendly strategies or applying to be recognized as a BFB, reach out to Bike Fitchburg at info@bikefitchburg.org.



*There was an error in the production of the Bike League’s “top cities” graphic. To see a list of all 31 of Fitchburg’s BFBs, visit <https://bikeleague.org/map/?community=fitchburg%2C+wi>.

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About Bike Fitchburg, Inc.

As the local bicycle advocacy group for Fitchburg, Wisconsin, Bike Fitchburg makes biking and walking easier, safer, and more fun in Fitchburg. Bike Fitchburg is a 501(c)(3) nonprofit, all-volunteer organization governed by a board of directors. Everyone who lives, works, or rides a bike in Fitchburg is invited to add their voices to ours by visiting our website and following us on social media.

<https://bikefitchburg.org>

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About the City of Fitchburg

Fitchburg is a six-mile-square city of more than 35,000 residents in south central Wisconsin. The southern neighbor of the capital city of Madison, Fitchburg was a town before incorporating in 1983, and so is one-third urban and suburban, and two-thirds rolling glacial farmland and natural areas. Recognized as a Silver level Bicycle Friendly Community in 2015, the city is blessed with three state trails and three mountain bike parks and has developed a dense bicycle transportation network of scenic rural roads, off-road paths, bicycle lanes, and quiet neighborhood streets. Fitchburg's commitment to biking and walking is described in its Bicycle and Pedestrian Plan, adopted in 2017 and currently under revision. <https://fitchburgwi.gov/>

About the Bicycle Friendly America Program and the Bike League

To learn more about building a Bicycle Friendly America, including the Bicycle Friendly Community® (BFC), Bicycle Friendly State® (BFS), Bicycle Friendly Business® (BFB), and Bicycle Friendly University® (BFU) programs, visit <https://www.bikeleague.org/BFA>.

Since 1880, the League of American Bicyclists has been people-powered, with a goal to make bicycling safer and easier as a means of transportation and recreation. Today, the League continues to improve lives and strengthen communities through bicycling. We are more than 200,000 members and supporters strong with more than 1,000 state and local advocacy groups and bike clubs as well as thousands of businesses, universities, and communities leading the movement to create a Bicycle Friendly America for everyone. <https://www.bikeleague.org>.