

Bicycle Outfitters expands operations

Montrose bike shop moves into new building

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On the heels of a successful 2020, Bicycle Outfitters in Montrose, the latest company to reap the rewards of the booming outdoor industry.

The local bicycle shop, owned by Brad Stewart, who oversees the main Bicycle Outfitters shop in Fort Junction, recently moved operations to 105 Merchant Drive, a 7,500-square-foot building that offers increased space for a showroom, offices, a storage room, as well as an opportunity to expand operations.

Enfrow Realty in Montrose completed the transaction, and the company moved into the space April 2.

"We've been looking to purchase something in there the last couple years, and the building came available this year," Stewart told Montrose Daily Press. "Business has been moving down there."



Bikes on display inside the new Bicycle Outfitters building in Montrose. (Josue Perez/Montrose Daily Press)

The company's previous location, 223 North 1st St., was 3,000 square feet, limiting the ability to display and store bikes. With a square footage jump of 4,500, the business can house more people, and also show off more inventory. Stewart also said expanding operations was ideal for that larger space to accommodate more

people along with the additional space for the bikes and equipment.

Like other businesses that offer outdoor appeal, Bicycle Outfitters benefited from people taking advantage of the outdoors due to the pandemic. In 2020, sales were up 30% from 2019, and that's continued during the first quarter of 2021, as sales have continued at

the same rate (Stewart attributes some of the rise in sales to outdoor interest during the pandemic).

Currently, the local shop has four employees, including store manager Chris Davis. Stewart said the plan is to hire more people to work at the Montrose store.