

on Jamis bikes, a great mountain bike company. They compliment the other line and provide more choice for customers,” Lee said.

The bike brands in the store now include Trek, Jamis, Felt, Raleigh, Redline, Torker, Electra, Sun, Detroit Bikes and Framed bikes.

While traditional pedal bikes remain the most popular and main revenue source, another style is quickly gaining traction.

“Electric bikes have become very popular in the past few years,” Lee said.

“They’re a great way to get around. I go further and I go more often when I’m on an electric bike. We have different levels from pedal assist to others that go fast, almost like a motorcycle.”

Ideal location

The shop is unique in being at the crossroads of the Trans-America Northern Tier Route and the Pacific Coast Route (part of the Alaska-Patagonia Route), serving as a constant source of customers passing through during the spring and summer.

“The majority of our business is in the summer,” Lee said.

“We get people from all over the world. This is the beginning of the Oregon Coast Bike Route. We have many people taking the Lewis and Clark Trans-America Route Northern Tier Route. A lot of people are traveling the (Highway) 101. Some people even go from Nome, Alaska to Tierra del Fuego.”

Overcoming obstacles

The 2008 recession and emergence of online retailers like Amazon have taken a toll on smaller family-owned businesses and bike shops are no exception.

“We lost more than 30% of our business in two years,” Lee said describing the impact of the 2008 recession.

“Half of the bike shops in the country have gone out of business since 2008. In 2015 we started taking a hit from mail order sales and Amazon. We’ve taken quite a hit from mail order over the past few years but we’ve worked hard to make it up in customer service and new bikes. The internet mostly takes away our parts business, but we still do a lot of service and new bike sales. People like to kick the tires.”

Lee estimated that 30% of revenue comes from parts and repairs and the majority or the remainder from new bike sales. Each year the business takes a risk with investing in new inventory with hopes that brisk summer business will pay off.

“I usually take a loan out in the spring to buy some bikes and I need to pay that back before the winter comes,” Lee said.

Being a smaller company has some benefits too.

“We’ve had some real challenges, but we’re a small company, so we were able to adapt with the change,” Lee said.

“The biggest challenges are increases in rent while retail has been very difficult. Retail has taken a real hit with all the big box stores.”

Remaining committed to customer service is one the keys to success, Lee said.

“We survived and we’ll survive whatever else is thrown at us. We’re focused on new bikes and customer service, that’s how we’re going to make it. Spring means we’re back in business. We’ll be selling more bikes. We’re getting ready for spring with having our orders and inventory ready for summer season. I’ll be hiring a few extra people, as we do every year.”



Scott Lee and Brett Wilson make bike repairs as customers browse at Bike and Beyond in Astoria. The shop will experience a surge in business during the spring and summer season. “Spring means we’re back in business,” Lee said.



An Electra bike is pictured at Bike and Beyond in Astoria.



A Trek road bike hangs above at Bikes and Beyond in Astoria. The store has remained a Trek dealer more than 30 years.