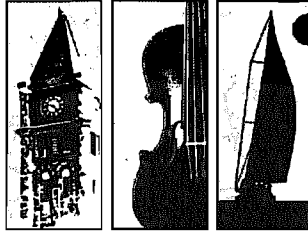


MUSKEGON



West Michigan's Shoreline City
www.shorelinecity.com

March 13, 2007

To Whom It May Concern:

As many have already heard, on July 20, 2007 Bike Time arrives to Muskegon! What is Muskegon Bike Time? It's three days of great entertainment for people of all ages. Thousands of bikers will descend on downtown Muskegon to join the festivities. Planned events include:

- The famous Bubba Blackwell - the only daredevil to break all records set by the legendary Evel Knievel.
- Supermoto Outlaw Race - promising to have plenty of thrills, chills, and high flying jumps as racers compete on a one mile course.
- Mayors Ride - A scenic tour led by myself originating in downtown Muskegon. We will enjoy a leisurely ride winding through the back country of Muskegon County to our final destination at Dan Raymond Park, home to Bridgeton National Pro Hill Climb.
- National Pro Hill Climb in Bridgeton, MI
- Historic Scenic Rides and many surprises

Did you know the average age of a biker is 40 plus years? Within the findings of the "1998 Survey of Motorcycle Ownership and Safety" conducted for the Motorcycle Industrial Council (MIC) by Irwin Broth & Associates, the following characteristics were found:

- Median income of motorcycle owners was over \$44,000. (Given the national increase in income from 1998 and 2003 the median income of motorcyclists today very possibly exceeds \$50,000 annually).
- Almost three-fifths were married.
- Over one-half had attended college or technical school after graduation from high school.
- "Professional/technical" was the most frequently reported category of occupation (this category was third in a similar 1980 survey, behind mechanic/craftsman and laborer/semi-skilled).

I encourage our residents and businesses to support Muskegon Bike Time. It promises to be a weekend filled with great entertainment for all.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Warmington", written over a large, stylized scribble.

Steve Warmington
Mayor