

The HER Helmet Thursdays Project

 **HOTEL**  **EDUCATIONAL / ENTERTAINMENT**  **RESTAURANT** 
(and related) discounts, to encourage bicycling. Why? Help sustain HER/Mother Earth and the economy!

2014 Staff Reference Sheet

This establishment is a HER Helmet Thursdays participant.

We help make Monterey County one of the most bicycling-friendly places in the USA by providing *discounts on Thursdays for people who bike* (males and females, locals and tourists).

Discount **percentage** allowed by this establishment: _____ %

Discount **allowed on alcohol** at this establishment? YES NO

- **For Hotels and other lodging** – Discount applies to *Thursday night lodging* only.
- **For Educational/Entertainment venues; and Restaurants and related places** – Discount applies to *total tab* (unless alcohol excluded) *all day and night* (12:00 am to 11:59 pm) *On Thursdays*.

“**Related places**” include any serving beverages or food—for example, wineries (discount applies to any tasting room fee and all wine sales); and bakeries/delis (discount normally applies for sit-down consumption, not carry-out). Questions? 375-6278.

How do people who bike get the discount?

- **For “H” (Hotels/lodging)**: Guests may “BYOB/bring your own bike” *or* show a copy of a rental receipt or agreement for a one-day or longer bike rental from any Monterey County rental location.
- **For “E”(Educational /Entertainment venues) and “R” (Restaurants**—and other places serving food/beverages): Guests bike all or part-way there, then walk in with bike **helmet** in hand and mention HER Helmet Thursdays. (Guests are *not* required to bike *all the way* there. They may “bike-and-ride,” which means use a bus or car, etc. part-way. HER Helmet Thursdays simply encourages biking *as far as schedule and stamina permit*.)
- **What to do at an “E” or “R” place if they forgot their helmet:** This is not a bike safety project promoting helmets. The goal is just to **encourage more biking!** The helmet simply serves as evidence they biked there. No helmet? It’s up to each establishment. Some say, “Sorry, no helmet, no discount,” and others allow bringing in a bicycle pump or showing other evidence. **This establishment’s manager may indicate:**
 Helmet only Helmet *or* bicycle pump/other evidence

2014 Restricted Dates:

2014 Federal legal holidays –Discounts will *not* apply on **July 4**-Independence Day; **Nov 27**-Thanksgiving Day.

2014 Special event weeks – Project-wide, restrictions *normally* apply for these dates. However, if your establishment is not particularly impacted by an event, the owner/manager may choose to allow discounts. Bicyclists may call ahead to ask. To be prepared for such questions, **this establishment’s manager may check the appropriate box below.**

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|--|----------------------------|--|
| • Feb 3-9 - AT&T Pebble Beach Nat’l Pro-Am | Thurs, Feb 6: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • April 10-13 - Pebble Beach Food & Wine | Thurs, April 10: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • July 17-20 - California Rodeo | Thurs, July 17: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • July 19-Aug 2- Carmel Bach Festival | Thurs, July 24, 31: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • Aug 13-17 - Concours d'Elegance | Thurs, Aug 14: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • Aug 14-17 - Rolex Historic Auto Races | Thurs, Aug 14: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |
| • Sept 19-21 - Monterey Jazz Festival | Thurs, Sept 18: | <input type="checkbox"/> Allow <input type="checkbox"/> Restrict |

To learn more, see BicyclingMonterey.com or <http://bit.ly/HHTQuickLinks>

Questions? Call Mari Lynch, (831) 375-6278