



Alex Lincoln (left) and Andy Howard, owners of The Hub bike shop, cater to a diverse group of customers.

BUSINESS

The Hub

Locally owned shop built from San Marcos parts

By Jaime Kilpatrick

The Hub Bicycle Lounge—most commonly known as just The Hub—opened in February 2008, and owners Andy Howard and Alex Lincoln said the shop has lived up to its laid-back name.

“We try to make it central to the cycling community, and we take pride in knowing most of our customers on a first-name basis,” Lincoln said.

The full-service bike shop is located on the Courthouse Square in San Marcos, in a building Howard said was constructed in 1906 and looked every bit its age when they opened.

“When we moved in, the place was absolutely terrible,” he said.

They renovated the space that was a former printing shop, put in insulation and repaired leaky fixtures. They also added a back room for office and storage space, though they now store parts and tools anywhere they can, even hanging them from the rafters.

Keeping costs low is important to the shop owners, and they found a creative way to make that happen during construction while also paying homage to the city’s sustainability efforts.

The back room was built from scrap wood harvested during the demolition of two other businesses on the Square. Bike racks lining the walls are made from salvaged scrap metal they collected from Green Guy Recycling Center that Howard said gives the shop a unique flavor while serving a purpose.

“It’s more cost-effective, and it’s just nice to repurpose anyway,” he said. “In the end, it’s even better than what we would have bought.”

This one-of-a-kind feeling has paid



Sprocket, The Hub’s shop cat, greets customers needing repairs or a looking for a new or used bike.

off for The Hub, as they have attracted a diverse clientele, and business has steadily increased for the hands-on owners.

“We’ll work with any customers who want to ride a bike, anyone we can help out,” Howard said.

Both Howard and Lincoln do a little bit of everything in the shop, from sales of new and used bikes to repairs, customizing and special orders.

They say they can work with just about anything that can be pedaled: men’s, women’s and children’s bicycles and unicycles.

“We can do pretty much anything,” Lincoln said.

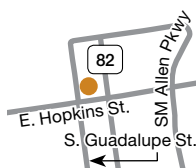
Being involved in the community is also important for the owners, both of whom are alumni of Texas State University. They created a 501(c)3 nonprofit organization to sponsor the shop’s cycling team and for trail clean-up and maintenance projects in Prospect Park and Purgatory Creek Park.

Howard said he has seen the bicycling culture prosper for nonprofessional riders in San Marcos because of the city’s manageability.

“San Marcos is small so you can get everywhere you need on a bike,” he said. “There is definitely a bike culture in San Marcos because we’re always fixing bikes.”

The Hub Bicycle Lounge

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