



Bike the Bricks

**\* 7th Annual - Friday of Memorial Day, 2:30 - 11pm**



**\* 500 international cyclists**

**\* Largest crit in Texas**

**\* 2016 Potential to work with Downtown business for cooking demonstration aspect**



**\* 2016 Downtown business organized radio promotion / concert**



**\* 7000 spectators**

**\* Main Street sells craft beer to help pay for event logistics**



business

stical

BRINGS TARGET MARKET PEOPLE. EXPOSES BUSINESS TO PEOPLE OUTSIDE OF TOWN.

to



Bike the Bricks

Get Rid of this Event. Unless Big Green Egg fest can happen (why not have both together? more business involved - the better.)

• At a minimum reroute req. Street Closures excessive. Bad for business overall. Tom M.

• Cancel event

• Cancel event. too hard to get around. too big area & street closure. No parking.

Why not switch to midnight ride and minimize logistical obstacles?

• Reroute or minimize

Have an extra ride for public to participate!

If event on, be sure to communicate effectively

• FIGURE OUT WAYS TO GET PEOPLE TO MOVE AROUND. THIS EVENT HAS PEOPLE CAMPING OUT IN SPOTS TO WATCH - NEEDS TO GIVE THEM REASONS TO EXPLORE ALL OF DOWNTOWN WHILE HERE

KEEP IT AS IS. BRINGS TARGET MARKET PEOPLE. EXPOSES MARKET TO PEOPLE OUTSIDE OF TOWN.

YES!

Bike the  
Bricks

Negatively affects sales

Big Green Egg Event - or Cancel - Make this  
Worthwhile - Bring no sals Green Egg will bring more  
peopl. - Beer tents a ~~market~~ must

shuts off a lot of downtown + doesn't  
really bring money spenders to the shops.

lots of people downtown but not a lot of flow. personally I love  
to ~~person~~ attend the event but not sure it works for local business that  
don't have food or drink outside

NO NEED - SHUT DOWN!

Does not increase business hurts business due to street closures HATE IT!!!  
Agree NO INCREASE IN BUSINESS, NO INCREASE IN CUSTOMERS - DO NOT MOVE ROUTE  
into HISTORIC Neighborhood!

This is a perfect example of a "niche" event. It only really  
benefits a few right now. But that's OK too. Tolerance people.  
A variety of events will pull in the broad spectrum of  
visitors + customers.

Amen!

totally  
agree



Fast Pad  
Tableau à feuilles mobiles  
Block de Hojas Repositionables

Super Sticky  
Super Adhesive  
Super Adhäsive

3M

3M

Bike The Bricks

WORSE EVENT IN DOWNTOWN, LET THEM CLOSE HOMEOWNERS  
STREETS IF IT STAYS ACTIVE

Get rid of this event - it is a huge disruption to businesses  
that are not retail, [but I'm sure it's an annoyance to retail as well] it does not  
add any value to the square or the community. Attendance last year [2015]  
was not worth continuing.

Get rid of this event - should not be in the downtown area. IF kept around  
then it needs to be moved to another location in the city.

This could be a great event but it takes more  
people behind it. More events through weekend! Community  
rides! Bike tune up classes! Events for families on  
Saturdays well!

WE NEED TO INVOLVE COMMUNITY.  
CAN we do a small kids race?

Let's give McKinney a ~~reason~~ <sup>reason</sup> to get involved

Reach out to PbyTri for kid contestants