



# Bike the Bricks Update February 19, 2019

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# Background:

- Bike the Bricks – founded 2009
- Friday Memorial Weekend, 10hr event
- 500 cyclists, largest cycling race in Texas
- Course travels through HDM





# Background:

- Set-up & activities restrict access to HDM
- Increasing frustration from merchants
- Surveys document concerns/criticism
- Impacts vary:
  - Some restaurants high sales
  - Some retailers close day of event



## Background:

- BTB is funded through MMS (501c3)
- Revenues: Registration, Sponsorships, Concession Sales
- Expenses: Payout, Event Infrastructure
- BTB = Net Loss \$18k to MMS
- BTB = \$33k expense in City Services



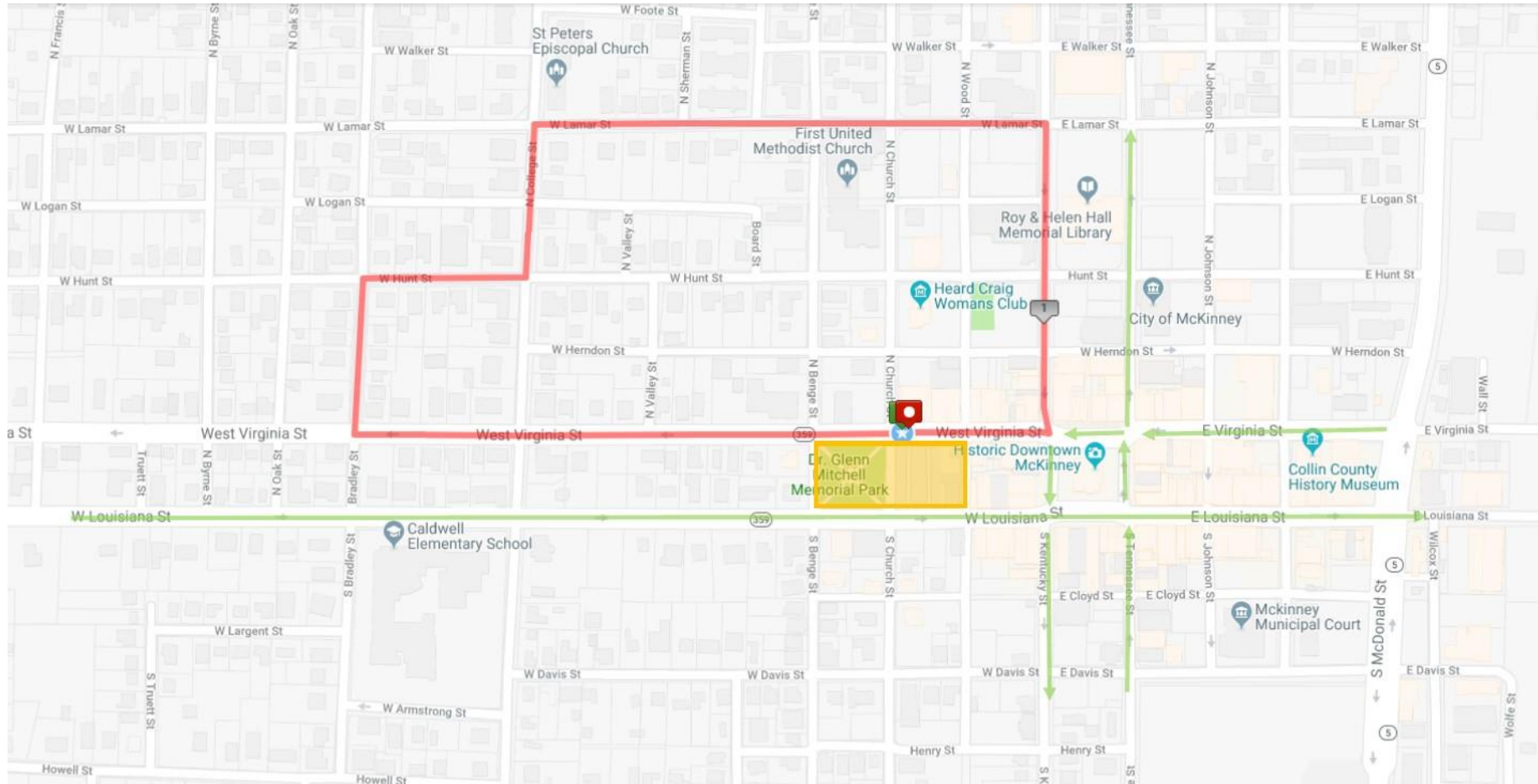
# Background:

- September 2018 presentation to Council to share HDM feedback
- Council Directive:  
“Explore other route options within Downtown Area”

# Other Route Options:

- MMS met with cycling organizers – looked at several possibilities
- Try to meet race criteria:
  - Course length
  - Elevation
  - Road conditions
- Try to meet festival criteria:
  - Gathering space
  - Activity area

# Residential Route





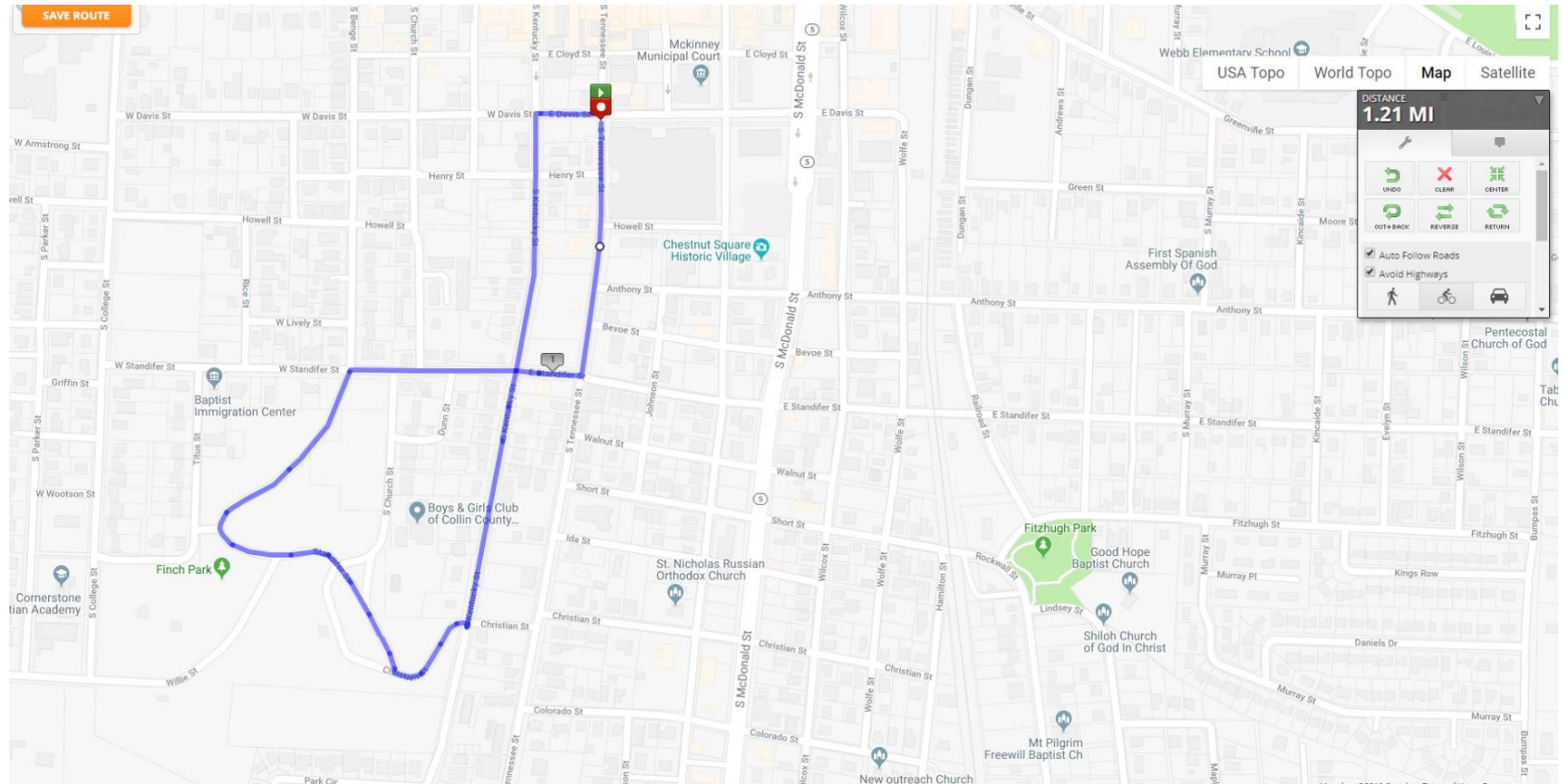
# Residential Route:

- September direction from Council
- October route identified
- November route distributed to MHNA
  - Received very limited feedback
- February meeting with residents
  - Negative feedback – issued survey

# Resident Survey:

- Approx 60 homes with direct impact
- Survey response from 26 homes (22 directly on route)
- 12 Negative/Moderate Negative Impact
- 14 No Impact or Positive Impact

# Finch Park Route



# Finch Park Route:

- Limited business impact
- Direct impact 27 residents
- Increased infrastructure costs with Finch Park

# **Time Urgency: Registration & Sponsorships**

**Council Direction:  
How do we proceed with  
Bike the Bricks?**