



19-0125

TITLE: Update on Bike the Bricks

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: February 19, 2019

DEPARTMENT: MPAC / Main Street & Community Events

CONTACT: Amy Rosenthal, Director
McKinney Main Street and McKinney Performing Arts Center

RECOMMENDED CITY COUNCIL ACTION:

- ? Staff requests direction regarding Bike the Bricks

ITEM SUMMARY:

- ? Based on Council Directive from September 17, 2018, McKinney Main Street has explored alternate downtown options for Bike the Bricks route.
- ? McKinney Main Street has received negative feedback from merchants regarding original route through Historic Downtown McKinney.
- ? McKinney Main Street has received negative feedback from residents of the Historic Residential district regarding a proposed route.
- ? McKinney Main Street has worked with event organizers to identify a route that incorporates Finch Park with more limited residential and business impact than other route possibilities.

BACKGROUND INFORMATION:

- ? Bike the Bricks was founded in 2009 as an event to attract cyclists and spectators to Historic Downtown McKinney. Bike the Bricks is the largest racing event in Texas and brings approximately 500 cyclists from across the country to compete.

FINANCIAL SUMMARY:

- ? Bike the Bricks requires financial support from the McKinney Main Street non-profit. Typically, the event runs at a \$15,000 to \$20,000 loss for McKinney Main Street. Bike the Bricks requires City service support involving public works personnel and MPD officers. City services costs were \$33,000 in 2018.

SUPPORTING MATERIALS:

[Bike the Bricks Presentation Feb 19 2019](#)