

# BACKSTAGE BIKER BASH 2012



The 10 Days of the Backstage Biker Bash at Chester's Harley Davidson in Mesa commenced on Friday March 23 with a free concert. Music by Whiskey Six and Lynch Mob got Bike Week in Arizona kicked off with a rockin' start! This was an ambitious undertaking, with Chester's HD committing to a full 10-day run of activities on behalf of the riding community.

Opening weekend included the Kansas City BBQ State Championship Competition. There was no missing that aroma wafting across the venue, with 29 challengers vying for \$5000 in prize money. The Kansas City Barbeque Society is a world-wide organization of barbeque & grilling enthusiasts. We observed contestants from AZ, CA, CO, OH, & UT. The Grand Champion title was earned by TRUEBUD BBQ, based out of Kansas.

Vendors included Hide & Soul Leatherworks and itxtd deals. You could browse for jewelry, apparel, leather goods, helmets, LEDs, cycle shades, cigars, and

more. Packages From Home was set up. And there was a pre-registration booth for Logan's Run. Feedback we've received indicates that vendors liked having an alternative location for set up during the week.

Each week day there was a ride for charity; each arranged by a different organizer, offering a 'mystery' route & destination. There was no fee to participate in these outings.

There were bands every day ~ and most days admission was free. On the 3 days with a modest cover, for the Blackfoot / Molly Hacht, Jimmie Van Zant, and Outlaws concerts, there was no admission fee until 2pm ~ but if you were already in, you were in for free. Everything was scheduled so that you could attend the concerts at BBB then roll up to CycleFest for their evening activities... Very conscientious and 'forward thinking' of the planners.

Numerous events made Chester's HD their destination, including the Torch

Ride for Special Olympics, Logan's Run, Born 2B Wild, Hearts to Heroes Poker Run for Packages From Home, and an American Legion Legacy Run.

We spoke with Ed Leclere of Chester's HD, and he noted that while not each day's event went perfectly, overall they were successful ~ exceeding expectations. It was a great 10 days for the dealership. They're already reviewing what worked and what didn't, so as to implement improvements for next year. On the list is a revamp of the vendor area.

Chester's HD wants to thank the Biker Community for embracing their efforts this year. The plan is to grow the Backstage Biker Bash event and they look forward to seeing you all there next year.

*Bruce & Betsy  
add'l pix from Chester's H-D*

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