

# Advertiser Review: Motorcycles on Main

Motorcycles on Main is a Sturgis-style Bike Night that takes place on the first Friday of each month from 6-10pm on Main Street in downtown Mesa, AZ. It is a family friendly event organized by the Downtown Mesa Association, and sponsored by Chester's Harley-Davidson and Victory of Mesa.

Road access is restricted to motorcycles only. I must admit I always love riding into town & seeing those 'Special Event' signs that detour cages and allow us to roll on.

Since the first MoM back in 2010, the event has grown continuously. Attendance over the last year has grown dramatically. According to Cori from DMA, even with the ex-



treme heat this summer, MoM saw steady participation. Attendees like the consistency of Motorcycles on Main, since most area bike events stop setting up in the summer. We're told that during the peak season, over 2,000 will show up; and in the hotter months anywhere between 1,000 and 1,500.

More and more vendors set up to offer their goods, with an average of 50 participating each month now. New vendors get their first month free. And more of the local businesses are keeping their doors open late to accommodate after-hours shoppers. So not only are you seeing vendors with biker-specific goods you may be familiar with from other events; you get the opportunity to browse some independently owned boutiques, shops, and specialty stores.

This is an excellent gathering for regular riders to get out for the evening... free from hype and glitz ... just come out, park your bike, listen to

some tunes, grab a bite & a brew, catch up with old friends, make some new ones. Some of the participating restaurants are The Grill on Main, Queens Pizzeria, Mangos Mexican Cafe, and Cucina di Vita. So you get a good variety of dining options.

There are generally several bands playing ~ some familiar and others still to be discovered. There's been some good planning put into this. As you walk down the street, you'll be listening to some tunes & as you walk out of their range you'll start hearing another as you approach.

The beer gardens along the street allow everyone to be OUT and a part of the gathering; rather than just parking and then going into a bar. Many of the restaurants offer outdoor seating or have full front windows. So, even if you are 'indoors' for a time, you remain part of the event and the atmosphere. It's an excellent setting.

If you've been to Motorcycles on Main, then you know what we're talking about. If you haven't checked it out yet, you really ought to. It's our favorite bike night. We look forward to seeing you there!

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