



Bikes in Bloom 2021

Sponsored by Greenfield Main Street

Thank you for your interest in Greenfield Main Street's 8th Annual Bikes in Bloom event! This program has become a fun springtime tradition in downtown Greenfield, and we thank you for making it possible.

PURPOSE

The purpose of Bikes in Bloom is multi-faceted:

1. To beautify our downtown and usher in spring with colorful bikes placed on racks throughout the downtown area.
2. To shine a light on our community's amazing non-profit organizations and businesses that design the bikes.
3. To promote a healthy lifestyle by encouraging both local residents and visitors to get out there and get biking.
4. To encourage those bicyclists to park their bikes downtown and enjoy all the unique restaurants, shops and other destinations downtown Greenfield has to offer!

DECORATING GUIDELINES

As a participating non-profit or business, you are tasked with designing a bike that speaks to your mission. Whether your focus is on education, animals, food or fitness, let that theme shine through in your bike's design.

The sky's the limit when decorating these bikes. Keep your designs tasteful and colorful. Think Spring! Weather-proof materials and paints like exterior house paint are encouraged. The one requirement is that your bike features no artificial blooms but rather **fresh flowers** that your organization/business is in charge of keeping watered. Hanging baskets with mesh liners work great.

If your bike's design will be longer than a standard bike, please check with us first on dimensions. If you need a little inspiration, check out last year's Bikes in Bloom photo album on Greenfield Main Street's Facebook page.

TIMELINE

Bikes in Bloom runs May 9 through June 20 (Mother's Day through Father's Day weekends), so please set up your bike in your assigned spot sometime between Thursday evening and Saturday, May 6-8.

All bikes must be removed between June 21 and June 23. Please adhere to this timeline or the city will need to devote resources to removing and disposing of the bikes that week. Consider keeping your bike on display at your office or at your organization's events throughout the year!

LOCATIONS

In most cases, participating nonprofits/businesses are assigned bike rack locations in a random drawing. Some exceptions will be made if a bike rack is located outside a nonprofit or businesses offices if it has not already been assigned to someone else. Be sure to use the assigned spot only, paying attention to whether you're on the north, south, east or west end of the assigned rack. Please make sure your bike is flush against the rack and not sticking out into the street or sidewalk.

LOCK IT UP

Please plan to use a bike lock to keep your bike secure.

SELECTING WINNERS

We are switching things up this year by having a panel of three judges select the top two best decorated bikes, rather than taking public votes on Facebook.

The top two winners will be announced on May 15th at the Mutts on Main dog parade in downtown Greenfield. Both winners will be awarded a bike to be used within their service areas.

Truly, every single one of our Bikes in Bloom are winners! By participating, you are doing an amazing job of beautifying our downtown and promoting your individual organizations!

That being said, there's nothing wrong with healthy competition. So get those ideas flowing and gather up a team of volunteers to create a bike that really catches people's attention! Greenfield Main Street's Facebook page will feature a picture of each bike, along with some information about each organization/business, throughout the six-week-long Bikes in Bloom display.

QUESTIONS

Contact us at info@greenfieldmainstreet.org or debra@greenfieldmainstreet.org