

## **Tierra Bella Finish Line 2022**

This was the first year we have had a Finish Line, so lots of learning happened. We were able to set up before the riders arrived except the few came in really early. The actual Finish Line never really happened due to not enough volunteers and the location that I thought would work was not so good.

### **Changes for next year**

**Move the checkered flags to the intersection of Santa Teresa and Mesa. 2 teams of welcoming cowbell ringing volunteers stationed there for 2 hour shifts alternating with the intersection of Sycamore and Parking lot C, path from parking lot A, and photo banner from 1:00-5:30, then all 6 volunteers help with Finish Line take down.**

**It might be fun to pass out a small prize as they cross the Finish Line.**

### **DJ**

DJ arrived at 11:30 and was ready to go by 12:30 and music was heard until about 5:00. This timing seemed to be correct.

The DJ added a fun and festive touch to the eating area. Several riders commented that the music created an energetic welcoming feeling to the Finish Line. Others reported following the sound of the music to find the food. Although we left space for dancing, not many took advantage, it might be because they had just ridden a century!

Volunteers at the Help Desk, Wristband cutting, and Clothing had a difficult time being so close to the loud music for so many hours.

### **Changes for next year**

**Working with the constraints of the DJ needing a solid roof overhead, near electricity, close to the Finish Line yet away from the eating tables, I suggest that we move Help Desk, wristband cutting and clothing to the other side of food service next to the lemonade stand and photo banner. There seems to be enough room as Patty and Lynn agree. We could add some signage to direct the riders where to line up for wristband cutting.**

**Include \$250 payment for the DJ in the budget for next year.**

### Photo Banner

The photo banner was in an excellent location and well utilized this year. The addition of a volunteer stationed and ready to take photos really increased the number of riders wanting photos.

### **Changes for next year**

**2 volunteers to be stationed here. These volunteers will also help with the take down of the finish Line decorations at the end of the day. Check with logistics to be sure they can also help with the take down and return to the big truck.**

### Decorations leading to the Finish Line

I used 11 flutter flags, four 50 foot pennant strings, and 10 hand painted yard signs to line Sycamore Lane from parking lot A to the Finish Line. **This was awesome!** Sadly, many riders entered from parking lot C after dropping off their bikes at their cars and I did not have any decorations along that pathway and riders had a hard time finding the Finish Line area. I decided not to welcome the riders to the Finish Line with cow bell ringing volunteers because the music from the DJ seemed welcoming enough and I did not have enough volunteers available.

### **Changes for next year**

**Add 3 flutter flags from the corner of Mesa and Loop Rd. to the entrance of Sycamore pathway. Also, add 3 flutter flags and signage from parking lot C leading to lunch. I might place the pennant banners at the entrance from parking lot A and C.**

**Four 10 ft long metal poles got lost on the way from the college to the shed and I will need to replace them, purchase 6 additional poles and make 6 additional flag pole stands.**

### Volunteers needed next year

6 volunteers in teams of 2 stationed at the Finish Line ringing cowbells and directing the riders to lunch. They will then swap out and move to take pictures of the riders at the photo banner and move to both entrances from parking lots A and C to direct riders to lunch. Each team will stay at each station for 2 hours. Then they will help with the decoration removal and take the materials to the big truck. 1:00-5:30.

3 volunteers for Finish Line set up 8:00-11:00

