

Night on the Bricks

As the stores in our area began to open at reduced indoor capacity (May 2020), we all looked for ways to assist and bring more traffic back to our area. In a rapidly moving partnership with the town, we created a nine-night event to benefit the restaurants, retailers and residents of Zionsville. Night on the Bricks was born of sheer grit and the will to drive customers to our businesses.

We worked in rapid succession with the town to get permitting, town council members to plan, the county health department, the street depart on logistics, the fire department/ police on safety plans and the media to promote. We purchased 40 tables and hundreds of tablecloths (so they could be changed after each guest)- guests were asked to bring their own chairs to eliminate touch points. On the first night we set everything up. And we waited.

We didn’t wait long. People came out in droves. Musicians called and asked to play. The event ran from 5-9pm nightly and by 5:30 there was a wait for tables, so people sat on benches. In the grass. On blankets or just on the bricks in the closed street. It was the most amazing sight to see happy families visiting with neighbors and friends while getting bags and bags of carry out from restaurants. After they were done dining guests walked the streets and shopped. We became the little economic engine that could, and did, drive business to Zionsville.

All of June and July, every Thursday was Night on the Bricks night. We heard of people driving from Ohio and Illinois to join friends at this outdoor dining experience in our little town. The popularity of this event was such that when it ended in July, we were asked to extend it until late in the Fall. Instead we reformulated the magic and are bringing Night on the Bricks back as a monthly occurrence in 2021, starting in May and going through December, including a car show (October), a harvest table, Thanksgiving style family dinner (showing our thankfulness for our town!) in early November and firepits down our brick Main Street in December.

Media Examples of Night on the Bricks:

<https://www.wthr.com/article/news/local/zionsville-night-on-the-bricks-helps-local-restaurants/531-cdd5e03b-3141-40de-9f44-17eaca1e4215?fbclid=IwAR2eR5BHZ9RwuPekFXriS0VhQj5pLXrYSPQd-eaoCEVP8I_YFXy9EAWbOOY>

<https://townepost.com/indiana/zionsville/night-on-the-bricks/>

<https://www.facebook.com/ZvilleChamber/posts/10157076290182274>

<https://www.youarecurrent.com/2020/06/09/night-on-the-bricks-zionsville-launches-outdoor-dining-event/?fbclid=IwAR1Yt02FRe6FVIiVjzzHwNFni__AaBv_VCNM8Vsi-e5sWpwPdHbskYo3wLg>