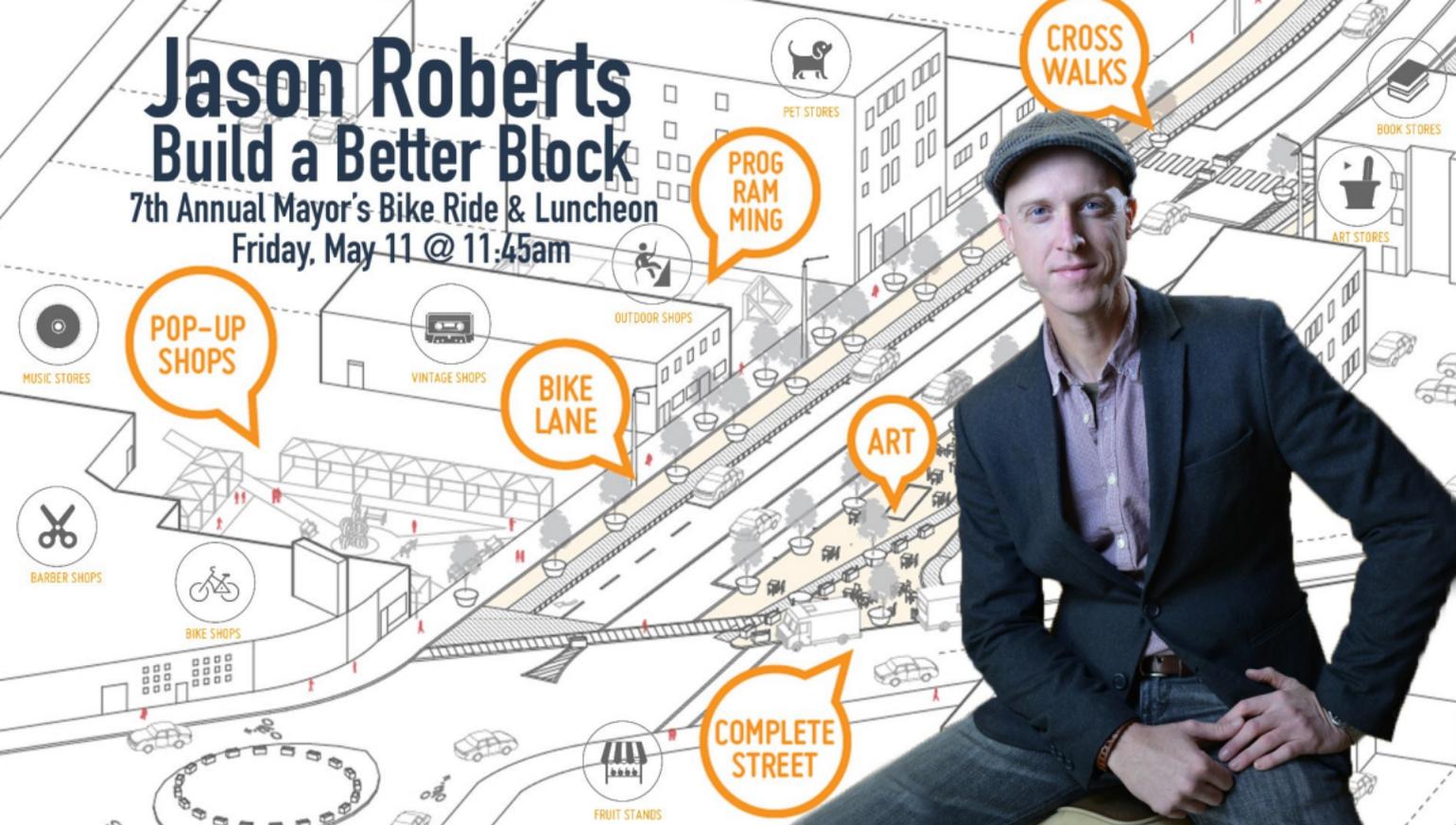


# Jason Roberts Build a Better Block

7th Annual Mayor's Bike Ride & Luncheon  
Friday, May 11 @ 11:45am



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## 7th Annual Mayor's Bike Ride | 11:45am

Meet at City Hall at 11:45am for a noon departure. FREE, no registration required. Stick around for the luncheon to follow!

## 7th Annual Mayor's Bike Luncheon | 12:30 - 2:00pm

After the ride, join us at Bent Paddle Brewing Co. for lunch. NEW this year: Superior Mayor Jim Paine will be joining Duluth Mayor Emily Larson for the Mayor's Ride & Luncheon! Our keynote speaker is Jason Roberts of Build a Better Block. In 2010, Jason organized a series of "Better Block" projects, taking blighted blocks with vacant properties in Southern Dallas and converting them into temporary walkable districts with pop-up businesses, bike lanes, cafe seating, and landscaping. Today, Build a Better Block educates, equips, and empowers communities and their leaders to reshape and reactivate built environments to promote the growth of healthy and vibrant neighborhoods, particularly through creative placemaking and other measures to enhance public life.



Registration required, Lunch \$10  
Tickets at [bit.ly/2018MayorBikeLuncheon](http://bit.ly/2018MayorBikeLuncheon)



**zeitgeist**

222 E Superior Street  
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