

# Home FOR THE Holidays

**A MCKINNEY CHRISTMAS**



**\* Friday, Saturday, Sunday of Thanksgiving weekend**

**\* Streets closed Wednesday night through Sunday**

**\* 25,000 attendees**



**\* Mixture of marketplace vendors, food, entertainment and holiday booths**



**\* Oktoberfest revenues spent on Holiday decorations**



Honor  
of  
Holidays

1. No change in street closures - block as usually in yrs past
2. Rain or weather date
3. "Dickens of A Christmas"?



Great Event Keep it going strong. Maybe a rain date?

agree!

NO RAIN DATE

- \* Back up plan if Bad Weather. **RAIN DATE**
- \* More activities after the event throughout the holidays until x'mas day.

# Keep Festival as is!

## More Christmas Music

more upbeat Christmas music, was very slow this year + the rain was not a good mix

- better inclement weather plan - bit of a mess this year

- PUT ACTIVITIES ON MAIN SQUARE

↳ SIDE WALKS ON SIDE STREETS

disagree keep side streets closed

(PARKING NEEDS TO BE AVAILABLE - SIDE STREETS) OR - OFFER SHUDDLES TO □

\* Plan activities after this event, every weekend until x'mas day. → more →

Have 4 holidays

This is not a shopping argument not being graduation shops online

EXCEPT ONLINE SHOPPING MAKES THIS WEEKENDS OKAY. FEWER PEOPLE GO OUT SHOPPING NOW SO THEY HAVE MORE TIME TO COPE

Keep this event → Liked it when we had more period costumes  
I would recommend to changing the date from The Thanksgiving weekend to The following weekend. Thanksgiving weekend is ALWAYS best shopping weekend of the year so leave streets open with no event for that weekend and then have the festival the first weekend of December — This way the merchants have 2 great Business shopping weekends

ADD SANTA CLAUS THAT KID CAN COME VISIT AND HAVE PHOTO OPP  
Keep event, provide more parking

Move date

Love this event - promotes small business shopping  
OK with only 2 days - streets need to be closed

Have Plan B for weather issues.

CUT STREET CLOSURES TO ~25% OF CURRENT

Home 4  
holidays

Keep it! Biggest event. Needs to be more Christmasy and maybe  
bring back costumes and the old town feel. It's become too commercial.  
Keep street closures as is! Everyone wants to be included!

Actually I think this event needs a TOTAL overhaul.  
I think getting rid of the 3 day event and making  
the whole month(s) a Xmas experience in downtown is better.  
Candlelight shopping, concerts, movies, use \$ spent on  
current event could go further in advertising, decorations  
and entertainment. This is a WEATHER DEPENDENT EVENT  
AS IT IS NOW.

Do both, Love this event, keep as is,  
add more shopping events like  
Candlelight throughout the rest of the month.

The bigger the better, but have a rain date

BETTER AS DICKENS, NO OUTSIDE VENDORS!  
Keep both events, ~~the~~ bring people to the square.

Move the date, isn't it a common thing for people to travel over the  
holidays? It could be more successful the weekend after Thanksgiving.  
OR maybe 1st weekend in December.



Self-Stick Wall Pad

Super Sticky



20



20 1/2 x 23 1/4  
2000 sheets a Side only

566SS

3M

Keep it GREAT EVENT, BRING A LOT of People + Sales. Keep STREETS closed, bring back VICTORIAN FASH. HAVE a RAIN DATE ~~IF~~ IN CASE of POOR weather.

Keep! Emphasize "Old Fashioned" Home for holidays. Moving Date is an idea, but families want things to do on Thanksgiving weekend!