



Historic Downtown Events

Main Street / MPAC

- MONEY MAGAZINE 2014 -

2016 DOWNTOWN EVENTS



- Based on assignment from Jan 4 Work Session
- **Gather input** from Downtown Business Owners, Property Owners, Business Managers
- **Online Survey** – Jan 8 to Jan 15
Reopened on Jan 18
- **Event Workshop** – Jan 12



MAIN STREET EVENTS



- Krewe of Barkus
- Arts in Bloom
- Bike the Bricks
- Red, White & BOOM! Hometown Parade
- McKinney Oktoberfest
- Scare on the Square
- Home for the Holidays



SURVEY RESPONDERS



- 140 businesses in Historic Commercial District directly impacted
- 112 responses to online survey = **80%** of downtown stakeholders
- 40 attendees to Workshop



BUSINESS TYPES

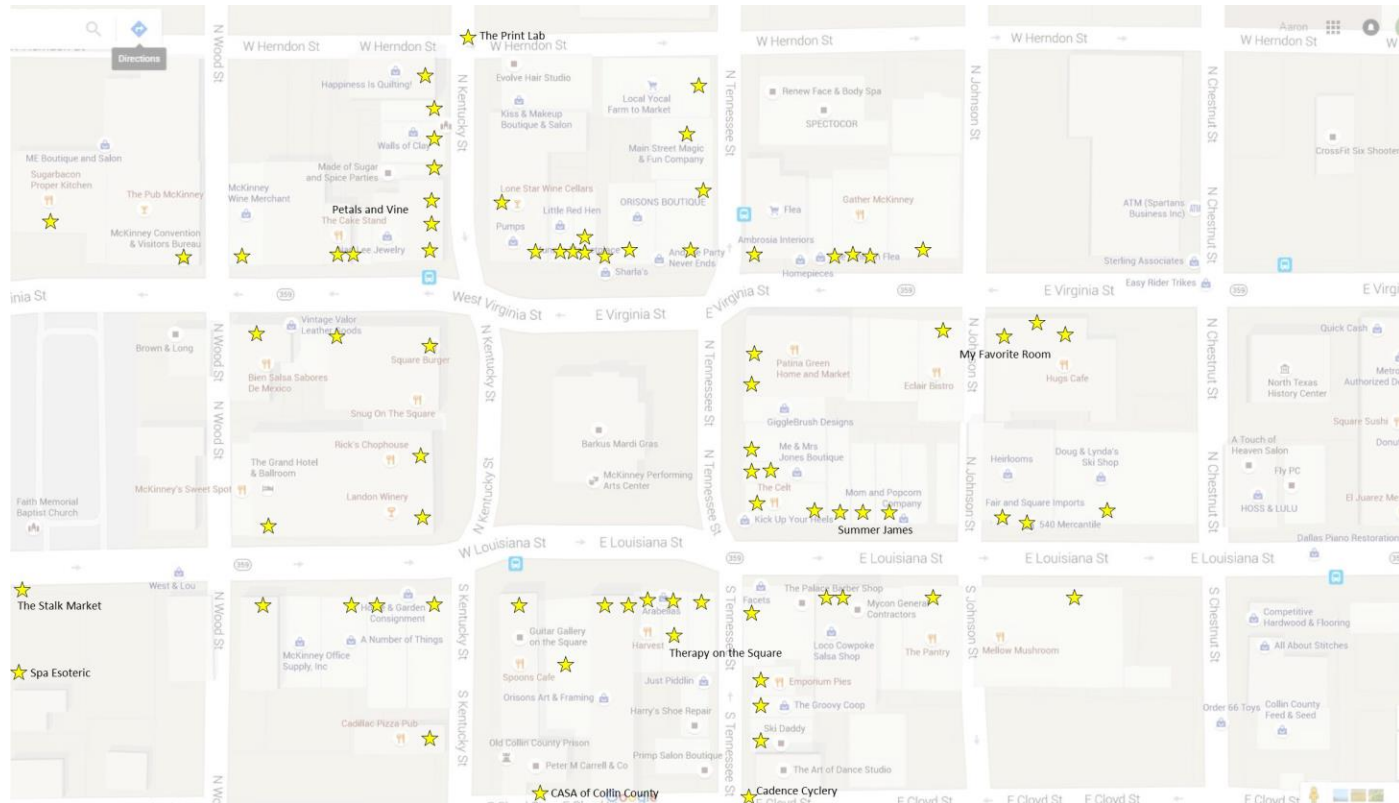


• Retail – Specialty	31% (35)
• Service	18% (20)
• Combination	13% (15)
• Retail	11% (12)
• Home décor/design	06% (07)
• Restaurant	05% (06)
• Antique	05% (06)
• Other	10% (11)



TOTAL 112

RESPONSE LOCATIONS



RESPONSE LOCATIONS



- **Side Street (Ground)** **53% (59)**
- Square Proper (Ground) 29% (32)
- In Historic District 11% (12)
- Square Proper (Upper) 05% (06)
- Side Street (Upper) 03% (03)

TOTAL 112



RELATION TO BUSINESS



- **Business Owner** **66% (74)**
- Property & Business Owner 14% (16)
- Property Owner 11% (12)
- Business Manager 09% (10)

TOTAL 112



MAIN PURPOSE OF EVENTS



- **Downtown Exposure** **56% (63)**
- Increase Foot Traffic 21% (23)
- Drive Sales 17% (19)
- Community Outreach 06% (07)

STREET CLOSURES?



- **Yes** **80% (90)**
- No 17% (19)
- No Opinion 03% (03)

TIMES PER YEAR?



- **6 times per year** **51% (57)**
- 4 times per year 32% (36)
- 2 times per year 12% (13)
- No Street Closure 05% (06)

EVENT FUNDING



- McKinney Main Street is private 501c3
- Event Revenue directly applied to Event Expenses
- City Services contribution includes:
Police, Fire, Public Works
Marketing/Communications, MPAC

KREWE OF BARKUS



KREWE OF BARKUS

MARDI GRAS DOG PARADE AND FESTIVAL



KREWE OF BARKUS



- Sunday before Mardi Gras – 14th Year
- Dog parade – activities primarily at Mitchell Park
- Streets closed for 2 hours
- 300 dogs
- 4,500 spectators



KREWE OF BARKUS 2015



Revenues: Sponsorship, Vendors

\$3,650

Expenses: Marketing, Logistics,
Entertainment

\$3,607

Main Street: Breakeven

City Services: **\$3,489**



KREWE SURVEY RESULTS



What is your feeling about this event?

- **Maintain event as is** **81% (91)**
- Make modifications 13% (15)
- Discontinue event 05% (06)



KREWE SURVEY RESULTS



What is the impact on Your Business?

- **No impact** **54% (60)**
- Positive impact 41% (46)
- Negative impact 05% (06)

KREWE SURVEY RESULTS



What is the impact on Downtown?

- **Positive impact** **86% (96)**
- No impact 14% (16)



KREWE SURVEY RESULTS



Positive impacts for your business?

(Check all that apply.)

- **Fun atmosphere** **70% (78)**
- **Future customers** **53% (59)**



KREWE SURVEY RESULTS



Negative impacts for your business?

(Check all that apply.)

- **No negative impacts** **74% (83)**
- Decreased parking & no access to store 21% (24)

ARTS IN BLOOM



ARTS IN BLOOM



- 2nd Saturday in April
- All day event
- Evolution from Mayfest, Arts & Jazz, Art Walk to Arts in Bloom
- History ranges from street closure to no street closure
- Wine element successful in 2015



ARTS IN BLOOM 2015



Revenues: Sponsorship, Vendors,
Alcohol

\$8,790

Expenses: Marketing, Logistics,

\$11,019

Main Street: Loss/Breakeven **

City Services: **\$6,300**



AIB SURVEY RESULTS



What is your feeling about this event?

- **Maintain event as is** **67% (75)**
- Make modifications 30% (34)
- Discontinue event 03% (03)



AIB SURVEY RESULTS



What is the impact on Your Business?

- **Positive impact** **74% (83)**
- No impact 19% (21)
- Negative impact 07% (08)



AIB SURVEY RESULTS



What is the impact on Downtown?

- **Positive impact** **87% (97)**
- No impact 12% (13)
- Negative impact 02% (02)

AIB SURVEY RESULTS



Positive impacts for your business?
(Check all that apply.)

- **Future customers** **70% (78)**
- Fun atmosphere 66% (74)
- More customers 55% (62)
- Increased sales 51% (57)



AIB SURVEY RESULTS



Negative impacts for your business?

(Check all that apply.)

- **No negative impacts** **79% (88)**
- Decreased parking & no access to store 20% (22)

BIKE THE BRICKS



BIKE THE BRICKS



- Friday before Memorial Weekend
- Streets closed beginning Thursday evening until Midnight Friday
- Event 2:30 p.m. to 11 p.m.
- 500 international participants
- 7,000 spectators
- Craft beer – 2016 downtown business partners potential



BIKE THE BRICKS 2015



Revenues: Sponsorship, Vendors,
Alcohol

\$94,335

Expenses: Marketing, Logistics,
Race Payout

\$131,840

Main Street: Loss

City Services: **\$37,449**



BTB SURVEY RESULTS



What is your feeling about this event?

- **Maintain event as is** **58% (65)**
- Make modifications 21% (24)
- Discontinue event 21% (23)



BTB SURVEY RESULTS



What is the impact on Your Business?

- **Negative impact** 42% (47)
- Positive impact 36% (40)
- No impact 22% (25)



BTB SURVEY RESULTS



What is the impact on Downtown?

- **Positive impact** **57% (64)**
- Negative impact 22% (25)
- No impact 21% (23)

BTB SURVEY RESULTS



Positive impacts for your business?
(Check all that apply.)

- **Fun atmosphere** **51% (57)**
- No positive impacts 43% (48)
- Future customers 38% (43)
- Increased customers 21% (23)



BTB SURVEY RESULTS



Negative impacts for your business?
(Check all that apply.)

- **Decreased parking & 53% (59)
no access to store**
- Decreased sales 38% (42)
- No negative impacts 37% (41)
- Decreased customers 36% (40)



RWB HOMETOWN PARADE



RWB HOMETOWN PARADE



- Fourth of July
- Streets closed for 4 hours
- 80 entries and 7,000 spectators
- Post parade activities on East Louisiana Street – organized by merchants



RWB PARADE 2015



Revenues: Sponsorship
\$3,000

Expenses: Logistics, Entertainment
\$2,789

Main Street: Breakeven

City Services: **\$50,560 – Full event**



JULY 4 SURVEY RESULTS



What is your feeling about this event?

- **Maintain event as is** **93% (104)**
- Make modifications 07% (08)



JULY 4 SURVEY RESULTS



What is the impact on Your Business?

- **Positive impact** **68% (76)**
- No impact 30% (34)
- Negative impact 02% (02)



JULY 4 SURVEY RESULTS



What is the impact on Downtown?

- **Positive impact** **90% (101)**
- No impact 10% (11)



JULY 4 SURVEY RESULTS



Positive impacts for your business?
(Check all that apply.)

- **Fun atmosphere** **78% (88)**
- Future customers 57% (64)
- Increased customers 39% (44)
- Increased sales 37% (42)



JULY 4 SURVEY RESULTS



Negative impacts for your business?
(Check all that apply.)

- **No negative impacts 79% (89)**
- Decreased parking & no access to store 19% (22)

MCKINNEY OKTOBERFEST



MCKINNEY OKTOBERFEST



- Separates from other Oktoberfest because of unique backdrop
- Last Fri, Sat, Sun in Sept – 25 hours
- Streets closed 3 days
- Only revenue generating event – pays for other events
- 2015 addition of carnival
- 55,000 guests



OKTOBERFEST 2015



Revenues: Sponsorship, Vendors,
Commissions, Alcohol

\$759,365

Expenses: Logistics, Entertainment,
Marketing

\$631,776

Main Street: Revenue Generator

City Services: **\$100,196**



OKT SURVEY RESULTS



What is your feeling about this event?

- **Maintain event as is** **79% (88)**
- Make modifications 17% (19)
- Discontinue event 04% (05)

OKT SURVEY RESULTS



What is the impact on Your Business?

- **Positive impact** **75% (84)**
- Negative impact 16% (18)
- No impact 09% (10)



OKT SURVEY RESULTS



What is the impact on Downtown?

- **Positive impact** **90% (101)**
- No impact 06% (07)
- Negative impact 04% (04)



OKT SURVEY RESULTS



Positive impacts for your business?
(Check all that apply.)

- **Fun atmosphere** **75% (85)**
- Future customers 72% (81)
- Increased customers 58% (66)
- Increased sales 48% (54)



OKT SURVEY RESULTS



Negative impacts for your business?
(Check all that apply.)

- **No negative impacts** 58% (66)
- Decreased parking & no access to store 40% (45)
- Decreased sales 35% (39)
- Decreased customers 34% (38)



MARKET COMPARISON



MARKET COMPARISON



WILDFLOWER

- 26 hour music festival
- City-produced
- City Services - **\$200,000** in overtime and staffing



SCARE ON THE SQUARE



SCARE ON THE SQUARE



- October 31 – Halloween, except when falls on Saturday or Sunday
- Streets closed for 4 hours
- 5,000 attendees
- 2015 enhanced costume contest



SCARE 2015



Revenues: Sponsorship, Vendors

\$2,000

Expenses: Décor, Marketing

\$3,000

Main Street: Loss

City Services: **\$653 (weather impact)**



SCARE SURVEY RESULTS



What is your feeling about this event?

- **Maintain event as is** **60% (67)**
- Make modifications 21% (24)
- Discontinue event 19% (21)



SCARE SURVEY RESULTS



What is the impact on Your Business?

- **Positive impact** **36% (40)**
- No impact 35% (39)
- Negative impact 29% (33)



SCARE SURVEY RESULTS



What is the impact on Downtown?

- **Positive impact** **69% (77)**
- No impact 20% (22)
- Negative impact 12% (13)



SCARE SURVEY RESULTS



Positive impacts for your business?
(Check all that apply.)

- **Fun atmosphere** **61% (69)**
- Future customers 32% (36)
- No positive 31% (35)
- Increased customers 15% (17)

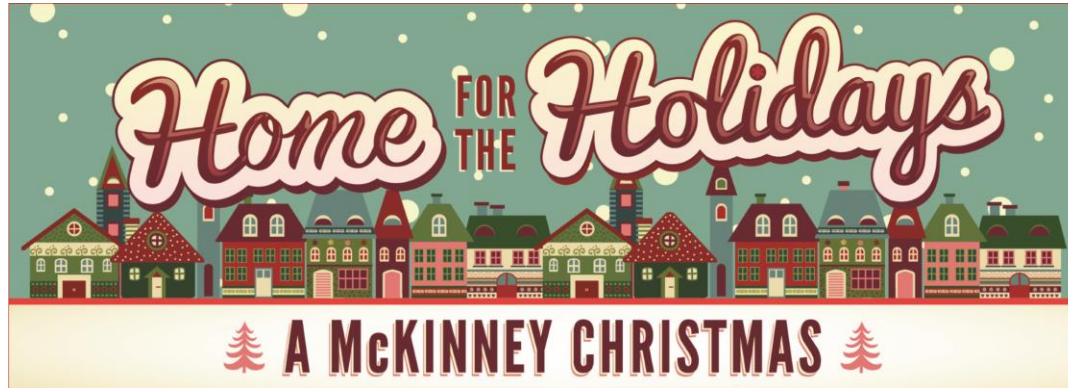
SCARE SURVEY RESULTS



Negative impacts for your business?
(Check all that apply.)

- **No negative impacts** 50% (56)
- Decreased parking & no access to store 40% (45)
- Decreased sales 35% (39)
- Decreased customers 34% (38)

HOME FOR THE HOLIDAYS



BRAD CLAWSON
PHOTOGRAPHY

HOME FOR THE HOLIDAYS



- Friday, Saturday, Sunday Thanksgiving Weekend
- Streets closed Wednesday night to Sunday at 5pm
- 25,000 attendees
- Budget includes downtown seasonal decorations



H4H 2015



Revenues: Sponsorship, Vendors

\$77,797

Expenses: Décor, Marketing,
Logistics

\$138,774

Main Street: Loss

City Services: **\$43,019**



H4H RESULTS



What is your feeling about this event?

- **Maintain event as is** **73% (82)**
- Make modifications 26% (29)
- Discontinue event 01% (01)



H4H RESULTS



What is the impact on Your Business?

- **Positive impact** **84% (94)**
- Negative impact 08% (09)
- No impact 08% (09)



H4H RESULTS



What is the impact on Downtown?

- **Positive impact** **94% (105)**
- No impact 04% (05)
- Negative impact 02% (02)

SCARE SURVEY RESULTS



Positive impacts for your business?
(Check all that apply.)

- **Fun atmosphere** **77% (87)**
- Future customers 73% (83)
- Increased sales 63% (71)
- Increased customers 63% (71)



H4H RESULTS



Negative impacts for your business?

(Check all that apply.)

- **No negative impacts** 73% (82)
- Decreased parking & no access to store 23% (26)
- Decreased customers 07% (08)
- Decreased sales 06% (07)

FINAL INCOME/EXPENSE



Calendar Year 2015

Main Street Income:	\$948,937
Main Street Expense:	\$922,805
City Services:	\$241,666



CONSIDERATIONS



- Events are **community amenities** – and offered by neighboring cities
- Events in Historic Downtown McKinney **set us apart** – also are most difficult to execute
- Events are based in **trends**
- Events success/failure subject to **weather**



COUNCIL DIRECTION



- How does Council feel about events in Downtown?
- Need direction to move forward on current events (**critical Arts in Bloom**)
- Council establish criteria for street closures? (Draft document created)



Thank you.

