

**DOWNTOWN
McKINNEY**
TEXAS • EST. 1848

February 28, 2022

McKinney Community Development Corporation
c/o: Cindy Schneible
5900 S. Lake Forest Dr., Ste 110
McKinney, TX 75070

Dear Cindy,

On behalf of McKinney Main Street, I would like to take this opportunity to thank you and the McKinney Community Development Board of Directors for granting our request for advertising support to help with McKinney Oktoberfest and Home for the Holidays.

Both events experienced the highest attendance to date. The advertising support is critical to helping us increase foot traffic to the district. In addition, sales tax reports also demonstrate not only a significant increase from 2020 (when activities were impacted by COVID) – but from 2019 as well:

- September 2021 - +42% from 2020 – +26% from 2019
- November 2021 - +50% from 2020 - +54% from 2019

Past 4 years of January collections below (this reflects November collections):

- January 2019 - \$125,098
- January 2020 - \$118,186
- January 2021 - \$121,546
- January 2022 - \$182,387

Thank you and your board of directors for your continued championship of McKinney Main Street and Historic Downtown McKinney Cultural District.

Sincerely,



Amy Rosenthal
Director, MPAC & McKinney Main Street
arosenhal@mckinneytexas.org
972-547-2652

The Dallas Morning News

ADVERTISEMENT

celisnews.com | Sept. 24 - 30, 2021

Guide

MCKINNEY OKTOBERFEST

SEPT. 24-26

McKinneyOktoberfest.com

ENTER TO WIN!
MCKINNEY TO MUNICH
SWEETSTARS
1/31/MCKINNEY.COM

**DOWNTOWN
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MODERN SPIRIT. HISTORIC SOUL.



CONSTRUCTION IS COMPLETE AND DOWNTOWN MCKINNEY IS OPEN FOR BUSINESS!
DOWNLOAD OUR NEW DOWNTOWN GUIDE AND MAP AT DOWNTOWNMCKINNEY.COM

MCDC
McKinney Development Company

MCKINNEY

Oktoberfest

SEPT. 24-26



Kids Activities

- Carnival
- Petting Zoo
- Arts & Crafts
- Climbing Wall
- Kids Creation Station
- by Jimmy into Art



FESTIVAL HOURS & LOCATION

DOWNTOWN MCKINNEY

Friday, Sept. 24: 5 - 11 p.m.
 Saturday, Sept. 25: 11 a.m. - 11 p.m.
 Sunday, Sept. 26: Noon - 5 p.m.

FREE ROUND TRIP SHUTTLE

From First McKinney Baptist Church

1615 W. Louisiana St.

Friday: 5 p.m. - Midnight

Saturday: 11 a.m. - Midnight

Sunday: 1 - 5 p.m.

DEPARTS EVERY 15 MINUTES



Visit McKinneyOktoberfest.com for updated information, entertainment and to purchase tickets! • Free Admission



Guide

DOWNTOWN MCKINNEY:
SMALL TOWN FEEL. BIG HOLIDAY SPIRIT.



HOME FOR THE Holidays

A MCKINNEY CHRISTMAS

TREE LIGHTING & CONCERT
FRIDAY
6:15 P.M.

NOV. 26-28
DOWNTOWN MCKINNEY

MCKINNEYCHRISTMAS.COM

Holiday

GIFT GUIDE

HARD LUCK KUSTOMS PURSE

Atomic Misfits Boutique, \$60
Vintage purse with hand-drawn design by Hard Luck Kustoms. One-of-a-kind creation.



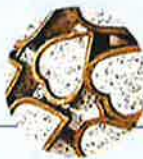
SMITHEY IRONWARE 8" CAST IRON CHEF SKILLET

Ebriene Market, \$100
American made, heirloom quality cookware that's perfect for baking small cakes to fireside meals.



DOUGH BOWL CANDLES

Jasper & Petals, \$25-\$50
Hand-poured soy wax blend candle with hand-milled dried flowers from a personal garden.



THE ONE OF EVERYTHING BOX

Savor Patisserie, \$36
You really can have it all! A gift box of one each of all 15 of our core macaron flavors from Spiced Caramel to Fruity Pebbles.



RAINBOW CLOUD POP

Rockin' A B, \$26.99
A push and release toy encourages early learning and dexterity



CLUE

Carpe Diem Comics, \$25
The classic "whodunit" boardgame with a new twist. Clue Liars Edition uses Investigation cards to help solve who axed Mr. Boddy in the mansion.



BANGLES

Mila Deffin Jewelry, Gifts and More, \$12
Hand-strung sparkly beaded bracelets.



GAMEGUARD OUTDOORS COOLER

LY Outfitters, \$79.99
Waterproof cooler roomy enough for 48 cold, refreshing canned beverages.



WINE TRIO

Give the gift of premium Texas wine from local Downton McKinney Wineries.



Lone Star Wine Cellars: 2017 Copperhead Blend, \$44
Landon Winery: 2018 The Texan Red Blend, \$55
4R Ranch Vineyards and Winery: 2018 Sauvignon Blanc, \$22

DOWNTOWN MCKINNEY
TEXAS • EST. 1848

DowntownMcKinney.com

DOWNTOWN MCKINNEY HOLIDAY CALENDAR

DECEMBER 2021

Full event calendar at McKinneyCulturalDistrict.com





Cultural District (Oktoberfest 2021) Mobile Data Survey

MCKINNEY, TEXAS



Cultural District (Oktoberfest 2021) • Mobile Data Analysis

McKinney, Texas



McKinney, Texas - Cultural District (Inc. home/work)

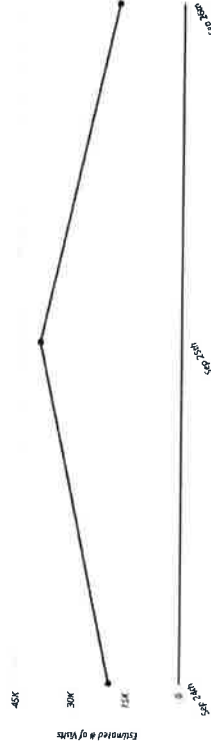
Metrics

Est. # of Customers **67K** Est. # of Visits **77.1K**

Cultural District (Oktoberfest 2021)

Visits Trend

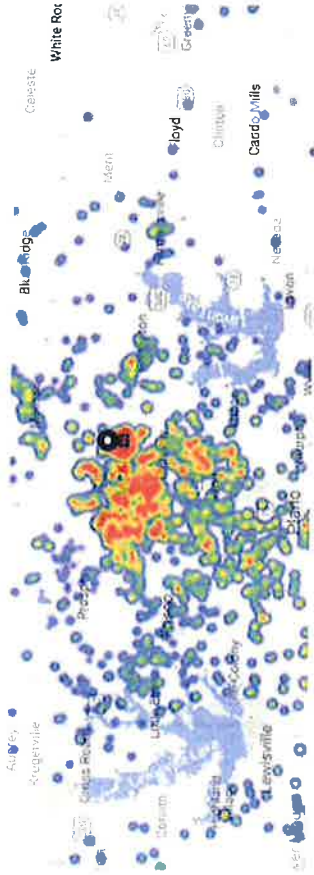
● McKinney, Texas - Cultural District (Inc. home/work) / McKinney



Cultural District (Oktoberfest 2021) • Mobile Data Analysis

McKinney, Texas

Trade Area - Home Locations



Typical Customer Persona



Favorite Places

- Landon Winery**
N Kentucky St
0.11 mi
10.4K (15.6%)
- Historic Downtown McKinney**
N Tennessee St
0.08 mi
9.7K (14.5%)
- The Celt Irish Pub**
N Tennessee St
0.04 mi
7.7K (11.5%)
- The Village at Allen**
E Stacy Rd
5.56 mi
6.7K (10.1%)
- Lone Star Wine Cellars**
E Virginia St, Ste 104
0.12 mi
6.7K (10%)



Cultural District (Oktoberfest 2021) • Mobile Data Analysis

McKinney, Texas

Customer Journey

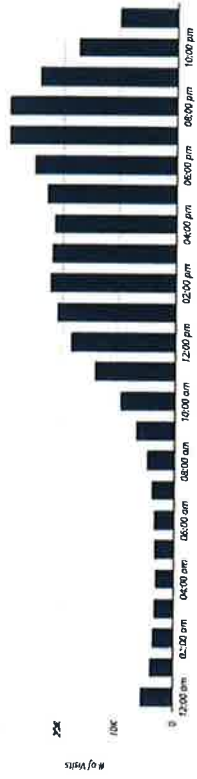


CITY	STATE	ZIP CODE	% OF CUSTOMERS	CITY	STATE	ZIP CODE	% OF CUSTOMERS
McKinney	TX	75070	15.50	Lewisville	TX	75047	0.39
McKinney	TX	75069	11.83	Richardson	TX	75082	0.33
McKinney	TX	75011	9.08	Denison	TX	75020	0.31
Allen	TX	75002	5.41	Garland	TX	75044	0.31
Allen	TX	75013	2.51	Garland	TX	75043	0.30
Frisco	TX	75034	2.40	Philadelphia	PA	19106	0.29
Princeton	TX	75407	1.85	Lewisville	TX	75017	0.29
Frisco	TX	75035	1.81	New York	NY	10033	0.28
Plano	TX	75025	1.73	Dallas	TX	75220	0.27
Plano	TX	75028	1.71	Denison	TX	75021	0.27
Plano	TX	75075	1.45	Richardson	TX	75080	0.26
Melissa	TX	75053	1.34	Carrollton	TX	75010	0.26
Plano	TX	75075	0.92	Dallas	TX	75210	0.25
Van Alstyne	TX	75495	0.82	Irving	TX	75038	0.25
Plano	TX	75024	0.87	Keller	TX	76244	0.24
Dallas	TX	75206	0.85	Flower Mound	TX	75028	0.24
Plano	TX	75074	0.75	Greenville	TX	75401	0.23
Plano	TX	75098	0.75	Dallas	TX	75240	0.23
Wylie	TX	75098	0.75	Denton	TX	76201	0.22
Shroton	TX	75082	0.75	Springtown	TX	76081	0.22
Richardson	TX	75081	0.75	Grand Prairie	TX	76052	0.22
Farmersville	TX	75442	0.70	Wintersville	TX	75076	0.22
The Colony	TX	75056	0.60	Rockwall	TX	75087	0.22
Richardson	TX	75080	0.59	Greenville	TX	75402	0.21
Prosper	TX	75078	0.57	Dallas	TX	75214	0.21
Aubrey	TX	76227	0.46	Dallas	TX	75231	0.21
Carrollton	TX	75007	0.47	Trenton	TX	75490	0.21
Sherman	TX	75090	0.47	Dallas	TX	75235	0.20
Waxahatchee	TX	75090	0.45	Dallas	TX	75243	0.20
Dallas	TX	75069	0.45	Richardson	TX	75082	0.20
Garland	TX	75040	0.43	East Worth	TX	76021	0.19
Carrollton	TX	75006	0.42	Tempe	AZ	85184	0.18
Sachse	TX	75048	0.37	Seagraves	TX	75189	0.18
Blue Ridge	TX	75424	0.35	Bonham	TX	75418	0.18
				Irving	TX	75062	0.17

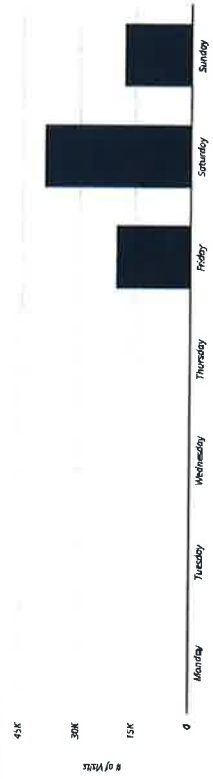


Cultural District (Oktoberfest 2021) • Mobile Data Analysis McKinney, Texas

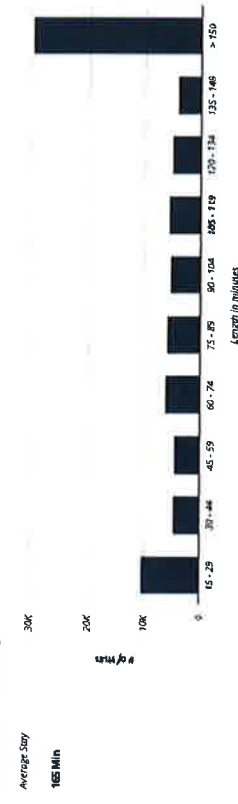
Hourly Visits



Daily Visits



Length of Stay



About The Retail Coach.

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, EnviroNics Analytics, ESRI, U.S. Census Bureau, Economy.com, PlacerAI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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Cultural District Mobile Data Survey

MCKINNEY, TEXAS



Prepared for The McKinney Community Development Corporation
November 26 - 28, 2021

800.851.0862 | INFO@THERETAILCOACH.NET | THE RETAIL COACH NET | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

Cultural District • Mobile Data Analysis

McKinney, Texas • November 26 - 28, 2021



McKinney, Texas - Cultural District (Inc. home/work)
204 W Virginia St, McKinney, 75066, TX

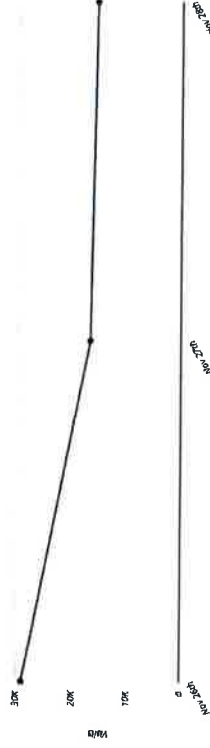
Metrics

EST. # of Customers EST. # of Visits
54.4K **61.8K**

Cultural District

Visits Trend

McKinney, Texas - Cultural District (Inc. home/work) / W Virginia St

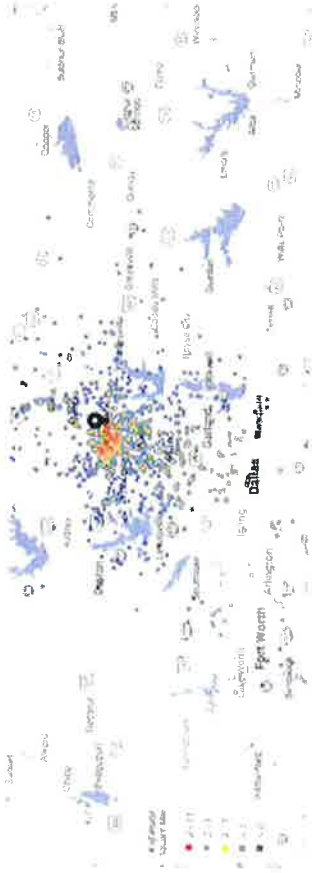


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Cultural District • Mobile Data Analysis

McKinney, Texas • November 26 – 28, 2021

Trade Area - Home Locations



Typical Customer Persona

McKinney, Texas - Cultural District (Inc. home/work)



Ethnicity: White
Income: \$75K - \$90K

Favorite Places

1	Spoons Cafe ELouisa St.	0.09 mi	5.5K (10.1%)
2	The Celt Irish Pub N Tennessee St	0.04 mi	5.4K (9.9%)
3	The Village at Allen E Stacy St	5.56 mi	5.3K (9.7%)
4	Landon Winery N Kentucky St	0.11 mi	4.8K (8.8%)
5	380 Towne Crossing W University Dr	2.11 mi	4.1K (7.5%)



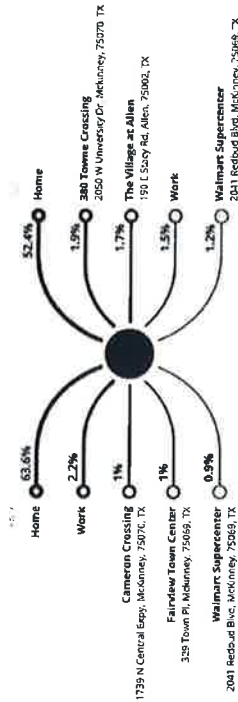
Cultural District • Mobile Data Analysis

McKinney, Texas • November 26 – 28, 2021

Customer Journey



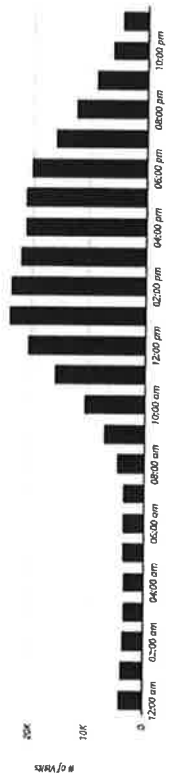
McKinney, Texas - Cultural District (Inc. home/work) - W origins 31



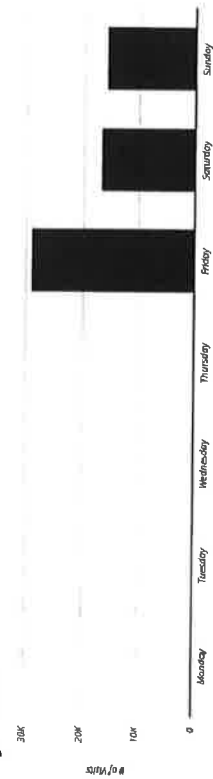
Cultural District • Mobile Data Analysis

McKinney, Texas • November 26 – 28, 2021

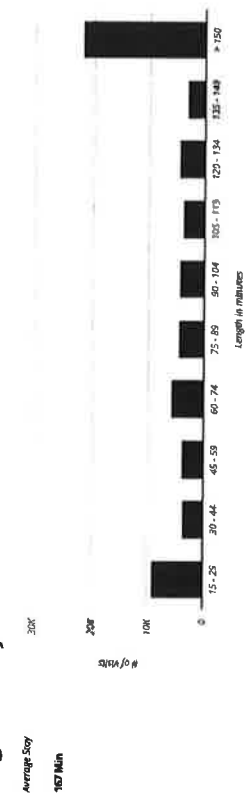
Hourly Visits



Daily Visits



Length of Stay



Cultural District • Mobile Data Analysis

McKinney, Texas • November 26 – 28, 2021

CITY	STATE	ZIP CODE	% OF CUSTOMERS	CITY	STATE	ZIP CODE	# OF CUSTOMERS
McKinney	TX	75070	14.5%	McKinney	TX	75070	1,594
McKinney	TX	75071	8.5%	Dallas	TX	75207	0.38
McKinney	TX	75065	8.5%	Dallas	TX	75208	0.38
Allen	TX	75002	3.7%	College Station	TX	77706	0.38
Frisco	TX	75035	1.6%	Albuquerque	NM	87106	0.38
Princeton	TX	75407	1.6%	Whitehouse	TX	75491	0.38
Plano	TX	75025	1.6%	Garland	TX	75040	0.38
Allen	TX	75013	1.4%	Sutter Creek	CA	95685	0.35
Frisco	TX	75034	1.4%	Dallas	TX	75007	0.34
Allen	TX	75009	1.2%	Carrilton	TX	75007	0.34
Plano	TX	75075	1.2%	Dallas	TX	75248	0.33
Plano	TX	75093	1.2%	Richardson	TX	95867	0.33
Plano	TX	75093	1.2%	Richardson	TX	75081	0.31
Melissa	TX	75484	0.9%	Garland	TX	75002	0.29
Prosper	TX	75075	0.9%	Carrilton	TX	75002	0.29
Prosper	TX	75078	0.6%	Hercules	CA	94547	0.28
Dallas	TX	75228	0.7%	Dallas	TX	75229	0.27
Richardson	TX	75080	0.7%	Plano	TX	75024	0.27
Richardson	TX	75074	0.6%	Aubrey	TX	75024	0.27
Furnessville	TX	75074	0.6%	Aubrey	TX	75227	0.26
Irving Colony	TX	75442	0.6%	Boston	MA	2127	0.26
Irving Colony	TX	75035	0.6%	Memphis	TN	38117	0.24
Little Elm	TX	75287	0.6%	Portland	OR	97230	0.24
Little Elm	TX	75287	0.6%	Portland	OR	97230	0.24
Richardson	TX	75081	0.5%	Los Angeles	CA	95240	0.24
Richardson	TX	75081	0.5%	Los Angeles	CA	95240	0.24
Santa Fe	NM	87501	0.5%	Los Angeles	CA	95240	0.22
Santa Fe	NM	87501	0.5%	Los Angeles	CA	95240	0.22
Van Alstyne	TX	75485	0.5%	Los Angeles	CA	95240	0.22
Van Alstyne	TX	75485	0.5%	Los Angeles	CA	95240	0.22
Sherman	TX	75092	0.5%	Los Angeles	CA	95240	0.22
Sherman	TX	75092	0.5%	Los Angeles	CA	95240	0.22
Wylie	TX	75098	0.5%	Los Angeles	CA	95240	0.22
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Richardson	TX	75092	0.5%	Los Angeles	CA	95240	0.22
Richardson	TX	75092	0.5%	Los Angeles	CA	95240	0.22
Carrilton	TX	75006	0.4%	Los Angeles	CA	95240	0.22
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Colleyville	TX	75225	0.4%	Los Angeles	CA	95240	0.22
Colleyville	TX	75225	0.4%	Los Angeles	CA	95240	0.22
Blue Ridge	TX	75424	0.4%	Los Angeles	CA	95240	0.22
Blue Ridge	TX	75424	0.4%	Los Angeles	CA	95240	0.22
Dallas	TX	75220	0.4%	Los Angeles	CA	95240	0.22
Dallas	TX	75220	0.4%	Los Angeles	CA	95240	0.22
Dallas	TX	75236	0.4%	Los Angeles	CA	95240	0.22
Dallas	TX	75236	0.4%	Los Angeles	CA	95240	0.22
Sherman	TX	75090	0.3%	Los Angeles	CA	95240	0.22
Sherman	TX	75090	0.3%	Los Angeles	CA	95240	0.22



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