

**COMMENTS FROM ONLINE 'DOWNTOWN EVENT' SURVEY
JANUARY 8-19, 2016**

Additional comments regarding Krewe of Barkus:
Events are great. Use them as marketing tools
Great event. There are many more dog lovers than those that don't.
With advanced notice, I can always plan around these events. No changes needed!
It's the funnest 3 hours of the year. Just lots of happy people and dogs. Easy to pull off - on a Sunday when half the businesses are closed.
This event generates such wonderful media exposure and is such a fun, brief event with a wonderful "feel good" result. It needs to be left "as-is". No reason to change this at ALL! (Glad Council agreed to keep it as is this year.)
If shop owners are generally against this event being centered around the square, how about relocating the event to Bonnie Wenk Park, or another of the cities parks?
This is a family fun event which establishes a good rapport with the community and our customer base.
This event is marginal. The savings grace to it is only closes streets Sunday afternoon for a few hours. Many stores are not even open
Brings DFW Customers to McKinney that might never have come before.
Spa Esoteric is open on that Sunday as our regular Sunday to be open. We always have more foot traffic with people parking on our street and they will drop in to see what we offer or get menu's...It is always a great for our clients who are in for service on that day to leave the spa and go down town for the event, eat and continue to shop. We always recommend that our clients come out for the event as many of them have children and dogs...please keep it as it is...
I do not have enough exposure on this event to give any meaningful input
Although this is a fun event and does have a positive impact on McKinney being a great destination city, it does not warrant street closures. For this particular event, I believe that the costs associated with street closures are too great. Keep the event but move it to another location where street closures are not necessary.
Sundays are generally slow with very few businesses open. This draws more people so it has to be positive even if small positive. Negative is only a possibility.
The event needs to be larger than a parade which is short lived through the main square. Event location is restricted to Mitchell park and the adjacent parking lot. People participating or visiting Mckinney need more exposure to the square so they can be enticed to return. Give them a reason to be in the heart of the square and give them time to walk around and see what we have to offer.
Events like this allow us to really call ourselves Unique by Nature. Supporting various facets of a community.
This event is whimsical and fun. This event makes people smile.
Compared to other events this seems small, BUT events like this have a positive community impact and make McKinney Unique which in turns make others want to be apart of our community, including returning to downtown McKinney to shop.
The only feedback I've heard is that it's entertaining and people love to participate as well as observe. Especially pet lovers!
My business is closed on Sundays.
I like it. I would just try to minimize street closures.
Any time you close the streets it takes away parking. To close the streets for two hours causes our customers problems. I think it is important to pick and choose the times to close the streets. My thoughts are this event does not bring enough to the area to close the streets and upset customers.
All events adds to the uniqueness of downtown McKinney.

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I really don't know what impact this will have on Hugs. This is our first year.
Fun family event. Tradition
We are closed on Sundays. I think this a great even for the community.
Great family event and exposure to downtown!
There are a ton of pictures online from this event. It is great exposure!!!! This also supports Unique by Nature. It is also a short closing of streets on a Sunday when many or most businesses are not open. In any case, I think only those businesses open on Sundays should get to give input on this event!
It is a community event but does very little for our business.
With being on church street, my business is not as involved in these events. However, we do have major issues with parking the day of these events. I have given up on trying to business on days that there is a festival as the street closings are never what I'm told and I never know if my clients will actually have access to the parking at my building or not. I'd rather they not have to fight the traffic and possibly be turned away because of the street all the sudden needing to be closed. I do support these events as I love that Downtown McKinney works so hard to get exposure for the square and work with the businesses in the area in promoting them and their sales. I think the events should continue, but there should be a standard set for how traffic and parking will be handled and use it for every single event so it's predictable.

Additional comments regarding Arts in Bloom:
I do enjoy this festival but feel it is in a limbo place. i think it either needs to grow larger or be omitted.
Arts in Bloom is an awful event. I don't understand why all the events Main Street puts on are so terrible. They bring a group of people to downtown who are not our customers. These people do not seem to be able to afford our merchandise. They just want something to do that is free. I definitely think you should charge for events.
Festivals during mornings make it hard for me to conduct business, but as long as I have advanced notice, I can always communicate the changes to my clients.
Sales were great now that alcohol has been added
It's one of my best days of the year. I would like to see better (earlier) communication regarding the matching of artists to business who would like to host an artist. It seems that the organizers are gradually improving the quality of art being exhibited - that's good. Of course, real buyers attract better artists.
Great event that can have huge traffic without closing square. Create a fun, funky sidewalk-sale type atmosphere - artsy and fun - without closing streets. Maybe just a few parking spaces around MPAC and in front of Orisons Art Gallery as has been done before. Whatever helps cut down on need for police and streets employees.
If downtown shop owners overall are against having the square blocked off for the event, what about moving it to center around Chestnut Square?
The opening of Louisiana street and Virginia streets in the 2015 Art and Bloom had a negative economic effect to my business in comparison to the 2014 Art and Bloom festival where all streets were blocked.
Close all streets make a real event
Make a real festival

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Having all of the vendors/artists outside takes away from sales inside. I also don't think we as a community have hit the mark with the quality of vendors/artists. PLEASE eliminate this festival.
I think we should have an art event. I think it should be juried and be true art, not a crafts fair. Such an event would draw a people who spend more money and aren't just looking for a sale.
The lack of promoting events in publications and media other than city outlets kills events. You need to run these events as marketing firms and not a city outlet. It is very obvious at each event who runs the event and who has pull.
Let's turn this event into the Spring Season Event. One that is much larger than the past. An event that brings thousands of people from the DFW area to McKinney, for multiple reasons.
Close Streets Make a Real Event
Once again, we are always open...our clients love art and will go to the event before their spa service or after...Our clients look forward to any event on the square as they are made aware of them on our FB or flyers in the spa. We support the arts down town and have had artists use the spa to display and sell their art. Please keep it as it is.
I really hope that we continue to close the streets so that we can have our Alley Sale in the street in front of my shop. It was huge last year! Like an Italian Street Market.
While I feel Arts In Bloom is a good event for Downtown McKinney, it does cost us customers because of the parking situation and every year we have complaints from guests mainly due to limited access to the hotel. But it is quite a nice event that everyone seems to enjoy.
This is an event that has the potential to drive sales and increase awareness from a demographic no other downtown event currently serves. A well curated and/or juried art fair brings shoppers who are ready to spend time and dollars. No petting zoo or ferris wheel for this event- cater to art lovers, music and wine enthusiasts in a more adult setting. These also happen to be the customers with more discretionary income!
This is a good event. Entire square needs to be closed.
As an artist I love Arts in Bloom. It is a celebration of the local artists in Mckinney but also a celebration of spring and better weather. It would be great to expand the event to include more artisans, demonstrations, poetry readings, music, etc. The purpose of the event is to bring people into Mckinney to see what we have to offer and then those people hopefully will return to shop here or move to town.
I believe this event to be successful for more people would need to develop into something more specialized or grander.
This event created great energy on the square and was a great event with low overhead.
I love exposing our community to the arts and supporting local artists!
This is not an event I attend so no comment
Great event. Would like more of these type events. I would just minimize street closures.
Great event. Run smoothly.
It gives people the opportunity to walk about and run into friends
Again, our first year. Have no idea about the impact.
I think this is a positive event for artist in the community and shows downtown supports artist that might not have the opportunity to show.
224% increase in sales compared to other Saturdays in April for 2015
This is an ok event. Mostly browsers, but a slight uptick in business.
Big part of Unique by Nature
This event ties directly to our business. Last year was the first that we did not play a large role in the event. The event is starting to turn into a trades day flea market though. We are having issues bring

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in big Artists who we represent due to the crafts that was said to be Art. I was extremely disappointed with the quality of Artist that main street let in last year. We put 30 Artist on the Square from local to world renowned. It hard for a world class artist to have someone selling sand art next to them. That also carries over to Second Saturday. Main Street in the past has been a great partner with us in putting these event together. I did not see that partnership last year. I also hope this year Main Street does a better job of partnering with Orisons Art. Our support for this event in the future will be decided this year. Its either an Arts Festival or its a Flea Market on the square. We moved the Art Show to that weekend to push the event higher in quality. Let's hope that this year Main Street does its job if they are going to vet the Artist who will be allowed on the square or let us do this as we did from 2010 to 2014. The year over year growth as an event was remarkable during that time frame. Quality matters when trying to build a highly recognized Art Event.

Additional comments regarding Bike the Bricks:
Personally I enjoy this event but if we were scaling back events, this might be one I could see go.
Great event for the square. One of our favorites. Continue blocking the streets.
The worst event that you put on. Terrible because it blocks the streets for so long and most of our customers are not interested in the bike races. This is event should be cancelled or at the very least be moved to another part of McKinney.
A quality event that should be kept in McKinney but not downtown
I can't do business during this event
"It's just a cost of doing business downtown". A grind. Always hoping for rain. Would like to see a big group of smokers congregate near the finish line.
I like the increased exposure for downtown - good media, unique event, etc. - but for us at the Visitors Center, it is so congested around our office. Fun for picture taking, but we the main visitors we get is people wanting to use the restrooms, which we generally won't allow as we're just not set up that way. We don't see an increase in store sales. IT's a neat event, but it definitely hinders shopping on the square. Anxious too hear what business owners think.
Noise associated with Bike the Bricks isn't conducive to business for me, as I am often on phone conference calls. Overall, I believe this event is the one most disliked by business owners (with exception to restaurants and bars located near the square and Cadence Cyclery (I assume)).
Feel this event benefits the restaraunts
Need a valid event to go along with bike the bricks. The racers come downtown and leave. Don't come back until next race
Need to make a real event. Big green egg fest
Our block is a ghost town during this event...we loose customers and sales all day as a result. While I personally enjoy the race and attend/watch each year - it has a negative impact on my business. HOWEVER, I think it serves a greater good for the community and downtown area and so losing a day of business is ok.
This is a disaster and needs to GO AWAY!!! This brings NO ONE to shop and ties up the streets for an entire day and costs the retail stores an entire Friday of sales. That is huge and shameful.
Only brings people that are in the biking world. Not Customers. They will not return for 365 days
Bikers come and go they don't come back

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<p>on the day of this event, we have to close early...It is not feasible for our clients to get to the spa with the streets closed before Church for the race... I think it is a great event, but needs to be moved to a better place for more room since it is getting bigger every year..</p>
<p>Bike the Bricks does NOTHING good for my business. However, I think it is good PR for Downtown as a whole.</p>
<p>Of all the events in downtown, this is the only one I would do away with completely. There must be a different place to have a bike race in McKinney. I've worked here every time this event has happened and each year is worse as far as parking, rowdy and unruly people who come to watch and never ending complaints from customers. We actively discourage people from having events or weddings at the hotel because history has shown us no matter how much we warn people how bad the crowds and parking are, they still think it will be ok. Those people leave miserable. Restaurants and most businesses are empty while people are filling the streets and buying items only from street vendors. I do not see how this event ever has profited or enhanced the downtown in any way. It's certainly not helping the people who work down here every year.</p>
<p>I feel like there could be overall modifications but none of which affect my business so it's really just a my opinion kind of thing :). I would see if the bike route can be extended to the east side of the square so all of the square can be seen.</p>
<p>How is it possible to increase visibility to bring participants and others into the downtown area?</p>
<p>The town should embrace the event more and get info out to participants and their families to offer events for the weekend, discounts to shops, restaurants and hotels. It would be nice if the restaurants did something different with their menus for the weekend to show their support, whether it is a prix fixe or raffle to come back next year or something else to enjoy for the following year. This is the most unique event in mckinney that is thrilling to watch.</p>
<p>The closing of the streets makes it very difficult for people to shop.</p>
<p>The idea of taking this race off the square and into the neighborhood is a TERRIBLE idea. My neighbors in the Historic neighborhood will not stand for that.</p>
<p>The event brings spectators, BUT traffic and road closures for this event in particular drive many to stay away from downtown McKinney. I believe it is too big event and too important to many to change too much but would love to see a way that access to businesses was easier that day.</p>
<p>Adding an event that would have people walking around the historic district of downtown McKinney such as food, craft fair at etc., would certainly help business and bring in more viable traffic and sales.</p>
<p>We estimate that this event costs us 10-15,000 in sales and does not draw a crowd to offset that for exposure.</p>
<p>I'm not sure if this event affects revenue for the merchants or not. The only result we see is that guests want to sit on the patio to watch the event - and they don't typically order much food. The add seats to the tables and crowd around. In the past it has been a little inconvenient for other guests trying to get in and out of the restaurant. Is there possibly a way to create 'bleachers' for guests that just want to observe?</p>
<p>Bike the Bricks is a very good event, its unique, I actually can't stand bicyclists in general hogging up roads and 2 lane highways, just a pet peeve, but this event is always a blast. I have upstairs offices above kitchenwares and we host gatherings for most events and have a great time.</p>
<p>This event was not thought through from the beginning as to its impacts on downtown.</p>
<p>Bike the Bricks gives a great platform to support the cyclists by having tables outside or special offers for participants.</p>
<p>East side area (Louisiana st east of McDonald) should be included in future, please</p>
<p>The people that attend this event are not interested in any of our services and I cannot recall anyone of them ever setting foot in our store.</p>

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Side street location to East isn't as intimate with all the action within square proper...
The largest biking event around and draws people from all over
Once again, our first year.
We closed early and enjoyed the event as a family:)
This is just Meh, it takes away parking and doesn't add much.
We experience flat or decreased sales on this day, due to people sitting longer (to rest and get out of heat), and spend less due to additional beverages and food available outside. However, despite that we believe it is a positive event for exposure to our business, downtown and McKinney in general. It is a valuable community event and this is part of what makes McKinney great! This event could be big if we got behind it and planned other things for people to do on Saturday etc. This could be a weekend full of things to do and that could really be a great family, community event and be financially rewarding. Reap what we sow!
This event has to go away. While it is a great event, it does nothing for the businesses on the square.
We love this event; however, we do close early on this day as business totally dies when the streets are blocked off.

Additional comments regarding Red, White & BOOM! Hometown Parade:
Great job. We love it.
Hometown Parade people like it.
Definitely showcases downtown as the quaint and charming place it is. Very patriotic and "folksy"
Closed for July 4th, so no impact to me
We generally don't open for that event. When we have opened for maybe an hour, we really only get people asking questions about the car show or fireworks, and people wishing to use the restroom. But it should be left as is - streets aren't closed that long and the major positive impact on the community is well worth having the event in downtown.
In my opinion, this is one of the events that make McKinney "unique by nature". This truly is a hometown parade and should stay as is.
This is another example of a family friendly festival that builds good feelings with the community.
It's July 4th, I do not expect to have stellar sales on this day, regardless of the parade. I have attended parades in downtown for 10 years - the July 4th parade in 2015 was FABULOUS! It was the very essence of a downtown community.
This is a good event the promotes the country and the Square. You need to figure out how to incorporate the Square more into the whole event.
THIS IS A PATRIOTIC EVENT AND SHOULD BE MAINTAINED REGARDLESS OF IMPACT.
we are closed for this event, but my family and many staff and clients attend each year and enjoy the parade...we eat and shop during and after the event.
I think we should try hard to have some sort of band in the parade. Otherwise, it seems sort of half done.
Expand this to a larger event. Take a page from the Louisiana St playbook and bring in the fun.
4th of July is a celebration of America and Mckinney's parade is too lackluster. We need high school marching bands besides floats. I have lived in many different states and they all had marching bands which is so important to the celebration. The parade is too short and as soon as it is over people leave. There should be better coordination to get the car show started right after the parade ends and get more events, food vendors or music to celebrate the occasion. A band playing Boston Pops type

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music would be awesome to sit and have families listen too. Once again, the restaurants could do a better job of supporting the event with themed food or menus.
Events like this allow us to really call ourselves Unique by Nature. Supporting various facets of a community.
We are supposed to decorate the outside of businesses with flags etc. so that our downtown has the American charm that has been photographed many many times. It would be nice if we had the events in downtown that really show our patriotism. Parades and family festivals are still charming and well attended by families.
This keeps McKinney feeling like a good Ole American Small town!
We love this parade! It is often some of the best 2 to 3 hours of sales for us for the year. It is a fast and furious and then it is over. GREAT EVENT
I'm never here for 4th of July so this doesn't impact us and I don't experience so can't comment on it individually
Great event. Perfect for downtown
East side business not impacted
great event, gets lots of potential customers downtown
People look forward to this event.
I love this event and hoping for increase in sales.
More tents and shade, maybe water activities for kids
We close early July 4th, so whatevs.
Again, love the event, but we close during this time as business is dead.

Additional comments regarding McKinney Oktoberfest:
Allow more food vendors. The current ones can't provide enough
In my experience, Sundays tend to be very slow, and if the only thing driving revenue is the sale of beer, then I see no reason not to make this a 2-day event. I have to close my business and lose a considerable amount of income this weekend.
sometimes it can get a little rowdy
Couple of suggestions would be to make the event area a bit smaller. The crowds seemed smaller last year but I believe it was because the event area was so large. It seemed to lose a bit of the charm from the 2014 Oktoberfest. The music venues might work better if they were moved back to the square. Seems the music should be the centerpoint and focal point of the event.
Should only be two days.
Lots of people but I feel some drink too much and abuse merchandise and downtown.
There's no way for me to do business on the square during Oktoberfest, but I moved it to Tupps Saturday.
Due to the number of people on the square I have closed my business during this event for the last 6 years. My clients get very frustrated in their inability to get to my office.
Advertising campaign is a must for all events.
Again, lots of folks ask about restrooms, but we have a good number of people stopping in for information. This is by far our biggest media coverage event. Can't imagine changing this. Keep streets closed. I would suggest moving at least one stage to the square proper by MPAC. Moving both stages, while I understand the reasoning, I think didn't work. The "square proper" lost a lot of atmosphere without music!!

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<p>This event draws a lot of local focus on McKinney and brings revenue for the City. For that, it is a great event. Parking and general debauchery associated with consumption of large amounts of beer and wine (trash, smell of stale beer on sidewalk, etc.) are definitely negatives. It should definitely be noted that the City cleaned up the area in and around downtown very, very quickly and the "stench" didn't linger too long.</p>
<p>A lot of people come in just looking for the restroom, but overall the shopping crowd is bigger over the weekend.</p>
<p>I vehemently disagree with the statement that this festival bring in the dregs of society as was stated by a retailer at our last retail meeting. In may conversations with customers who reside in the Stonebridge area, a group of 7 families met at Oktoberfest where each family spend between 200 and 300 dollars on food and entertainment for their families. Does this sound like the lost common denominator of society to you?</p>
<p>If the city keeps the event, keep Virginia, Tennessee and Louisiana streets open. Restrict event to Saturday.</p>
<p>too many sketchy people. drunk fest</p>
<p>Please eliminate Sunday, this only needs to be a day and half celebration (fri afternoon/evening and all day Saturday). I think going back to a 2 day festival will alleviate some of the negative impacts on businesses.</p>
<p>Promote to other businesses other than McKinney businesses. The year you did food and drinks to Square businesses only was a disaster and left a sour taste to others who visited. You need to get rid of the huge board that governs the group. You need to get rid of the council approving every board person. You get cronies. You need new energy, new ideas and business people that have other expertise other than city government. City government does not know how to run businesses or interpret contracts. 1. Cut the board down to 8 people and a President (9). 2. 8 people should own/ mange stores in the defined downtown area. 3. Give these people term limits and off time after they hit the term limit. 2yrs-2 terms/ off 1 term then can go back. 4. You have too many people that have to agree. You have too many people who no vested interest in the area. Building ownership is not a vested interest. BIG problem. 5. Act like the board is a management company and the goal is to promote the Square. 6. Market and act like a for profit company. Competition is killing the Square this year. As the shopping continues to grow along 121 and 75 north of the Square, people will come to the square less and less. We already see NFM making an impact in the Square and purchase of large tickets. The Square could turn into a food court with lots of restaurants and very limited shopping in the near future. Drive traffic to the Square therefore sales will increase. Sitting idle is not going to achieve anything.</p>
<p>Look at traffic flow, the type of Vendors to be added, ask some of the restaurants if they want to be a vendors. For ALL events there should be a goal of increasing overall traffic to the downtown area for the entire year.</p>
<p>SINCE THIS EVENT FUNDS MAIN STREET, IT SHOULD BE MAINTAINED BY MODIFIED AS FOLLOWS: * CHARGE A MINIMUM \$10 ADMISSION FEE TO INCREASE REVENUES AND REDUCE CROWD. * LIMIT TO FRIDAY AFTERNOON AND SATURDAY.</p>
<p>we close early on this day due to clients not being able to get in.. we also go down town to partake in the festivities with our clients, children and friends...</p>
<p>I do not like Oktoberfest but I think it's a positive money maker for Downtown.</p>
<p>Taking the entire lot on Louisiana and Church to fill with amusement park rides was a horrible idea. We are already hurting terribly for parking spaces during these events, that just crippled everyone. Also, that lot was down for almost a week while those rides filled it. Ridiculous.</p>
<p>we always know when it is so we try and work with main street for additional parking for events.</p>

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<p>2014 was good. Return to that setup. The square being the location for stages and holding people. Food booths and beer booths setup along side streets but near the square. Far locations down the side streets setup for vendors. People will walk to shop. They need to have a large focused area for congregation to get a festival feel. NO CARNIVAL. :)</p>
<p>This is a great event that is fun and has something for everyone. Last year the event felt too big and the crowds were tough to get through. I think the rides could be moved to the chestnut square field or lessened overall. It would be cool if there was a home competition or have area chefs compete in an iron chef styled german cook off. This would give restaurants and their chefs exposure so people come back to try our restaurants on a quieter weekend. Also all of the local vendor booths, patina, Local Yokal, etch as small banners with their logos that were overpowered by the McKinney oktoberfest branding. Let the square vendors have bigger signs for more exposure.</p>
<p>Would like to see more German Themed activities for families during the day.</p>
<p>Events like this allow us to really call ourselves Unique by Nature. Supporting various facets of a community.</p>
<p>My favorite event! I enjoy seeing all ages enjoying quality time together. A VERY family friendly event. It is also a positive community building event that added to my sense of pride living in historic McKinney neighborhood and being a local business owner. I met so many, many lovely people there!</p>
<p>The event needs some work. Less carnival more German culture. More police presence</p>
<p>This event brings in some of the best numbers regarding sales!!! (this and home for the Holidays) My Family and about 10 other families all meet up in downtown McKinney for this event. Each family spent over \$350 this night for food, games, and shopping. Many of us discussed that we prefer taking our families to this event than going to the State Fair. So from a McKinney resident point of view and a business point of view, this is a win for all!</p>
<p>This event does cost our retail store slight sales, but the customer counts are through the roof and we know that the exposure is great. We try to provide an atmosphere that is warm and inviting with sampling and displays from vendors as well as we allow the public to use our restrooms. We want them to come back!</p>
<p>With all of the food vendors, and the type of food offered, we typically never see any increase in our sales. It also will depend on the weather. If it's nice outside, guests will not come in to the restaurant. The only time it's had a positive affect on our sales is when the weather is rainy and cold and they want to come in and get warm. Anytime we have street closures, it will affect our guests experience. We will typically get several calls complaining about parking and a significant percentage will cancel their dining reservations. However, I love the event and so many people look forward to it.</p>
<p>DO NOT charge an entrance fee. I met several customers that were just in town to shop and didn't realize the event was taking place. They spent money in the stores, booths and food/beer stations. If you charge an entrance fee, then we will lose out on potential revenue from new customers, as well as lost revenue from repeat business.</p>
<p>Best event of the year, the growth I can see is tough to handle parking etc. But this is great event. I own and run a successful marketing, advertising, consulting company so I view these as a consumer and from the business perspective. We don't get directly impacted business wise other than great networking and a great time. I've heard the arguments and the bottom line on these events is they are definitely good for the square. The people against them, which are several good friends of mine, have as many people do, bias for their respective business of course. But thats the exception, they don't look at the big picture for the square and the positive impact it has on the vast majority of the businesses. It hurts a few of them I realize and they happen to be some of the stronger influences down here who it doesn't help. But they're still missing the boat on the big picture, stopping events</p>

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would be a terrible idea, absolutely terrible. I could go on with many more reasons but thats getting long enough.
I would like to see more food variety. It seems like every place has the same thing. I like have the vendors and hope they all stay.
Overall good but would like to see a better balance between food vendors and existing food service establishments I would like to see us charge a high cover charge and make it a bigger fund raiser since that seems to be a primary reason for the event
The Saturday of Oktoberfest was my number one sales day of the year. The customers were happy and excited to find a fun, welcoming environment to shop around. This event brings in so many new shoppers who are just discovering places on and around the square. That publicity is priceless.
I think two days is enough. But I would totally keep the streets closed!
Great event. Attendees had a blast. We'll run event
One of the best events held here, always a positive impact, with lots of sales.
If closing off streets allow for merchants within these barriers to benefit from vended activities and equipment. Foot traffic is limited for general public due to barriers however, if for example sledding hill wall and machinery is placed right in front of front door foot traffic is limited and undesirable from both perspectives.
Safety for kids and who don't want that
We were not open last year, but offered cookies for sale. I feel the set up down our end of Virginia was orchestrated poorly. It was GREAT having TUPPS near us. However there were tents in the street that blocked any easy traffic flow.
This was totally my fault by over staffing and the weather is so important as in all events.
397% increase in sales compared to other weekends in September 2015
Regular customers those evenings cancelled resv. Since a access to area was difficult
People are drunk and disorderly. Not necessarily bad, but unseemly.
Again our sales are flat or down for the Friday, Saturday and Sunday, however, the exposure and people downtown and the community makes it a winner. Many of our customers those days are new customers resulting in future repeat business! Events downtown are great!

Additional comments regarding Scare on the Square:
I feel this is a good family-friendly event, however, when this is not on Halloween itself, and hosted on a weekend (Friday) I have to close my business and lose potential income, which is hard after having done so due to 3 days of Oktoberfest the previous month, then 3 days of Home for the Holidays the following month. BUT - I do think it's a safe alternative for families to come trick or treat.
again if there was something to be cut, this is one i would consider omitting
It was started as a way to give back to the community. It is a very important event for the kids. Should always be on Halloween. Who's idea was it to change that last year.
Especially painful now that it appears will occur on a Friday for three consecutive years (my busiest 3 hours of the week are Friday 4-7pm) Kids and families get ruder each year. Screw 'em. Was a real kick in the teeth this year when city responded to a souring merchant attitudes by adding an hour to the event. Glad it rained. I'm done participating, forever, and am going to attempt to persuade enough others to not participate so as to shut the event down.
Again I close my office during this event, my clients hate competing for access to my office.

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<p>This event, I feel, negatively impacts businesses since they all have to shut down. We do, too. It is NOT a visitor event and isn't really a community wide event. It seems to be nothing more than a free candy fest for the lower socio-economic demographic. I don't want to sound ugly, but there really isn't a huge positive impact that I see other than a feel-good event. This is one I could do without and not miss it. Perhaps it could be altered to make it a Parks event at Old Settlers or something. Still have the costume contest and candy but without having to close down streets and businesses have to close early.</p>
<p>If one of the annual events had to go, I would suggest this one.... or, move the event to Chestnut Square. Honestly, I think it would be better at Chestnut Square, as that is a really neat area for kids and families.</p>
<p>This event is not attended by our local community as per reports from social media due to large crowded lines. A festival where it is a fun interactive event would bring our community down to the square.</p>
<p>Begin the event at 5 pm after the majority of the business owners have closed. Don't close off the streets until after 4pm.</p>
<p>why did you make it longer? too long. people just want free candy. i,m ok with it back to shorter hours</p>
<p>Make a pumpkin festival</p>
<p>I am most conflicted with this event and there are no positive impacts on my business as a result of Scare on the Square. However, I think stopping the event will negatively impact the downtown area. I also feel the event in 2015 was the most unorganized that it has been - which had nothing to do with the inclement weather. My understanding was that there was a motion to switch from the handing out of candy to having activities, but this was poorly organized and it feels like the event itself fell through the cracks this past year.</p>
<p>Think through the events, timing and goals for the event</p>
<p>Lets make this a pumpkin festival</p>
<p>IT'S FOR THE KIDS AND KIDS ARE IMPORTANT.</p>
<p>we close early on this day to go down town and enjoy the event. our clients with children, staff and friends look forward to it every year. we are off the square proper so the children do not come to our door and clients leave early due to parking..</p>
<p>Please discontinue this event. I see it as a bunch of people wanting a hand out. This sort of event is best served by the churches in our community.</p>
<p>Unnecessary event. Let the kids go trick or treat elsewhere. Setup an alternative event that is a harvest style. Farmers Market? Incorporate Chestnut square?</p>
<p>This is a nice event but kids aren't (in my opinion) the target market for future shoppers. The rush to get candy is the only reason most come and keeping so many kids off the streets (if they are not closed) can become dangerous. The parents coming are more focused on their kids or getting in and out then shopping, etc.</p>
<p>Would like to continue with this event as a family activity or Fall festival event.</p>
<p>Provides a safe place for families to be entertained.</p>
<p>Good place for children and their families to experience Halloween in safe environment.</p>
<p>Adding activities and getting the focus off the candy line would be a good start.</p>
<p>No sales come from this event. (no one wants to shop with their kids) And truthfully the people who attend for the most part are there for the free candy and then leave. I do think this is positive for</p>

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families in the community looking for somewhere to safe to trick or treat, BUT as a business, this one is horrible.
I love observing all of the kids enjoying the 'treats'. However, this year we had families come down on October 31 and were very disappointed that it was held on the 30th. Some were very angry!
Either remove the event, or create an atmosphere of events/fun. The candy line turns away potential customers and receives a bad reputation from parents/families in McKinney and surrounding areas. People come in just for free candy, not for the food/shops/fun that we are known for.
With few changes this can be modified to be a much better structure for the event so the store owners don't get overrun, but its great for families and as other events, draws people every year that haven't been to the square before or its been a while since they have. The branding and experience of the events is always good for the square for the future. Thats the big picture the opposition doesn't see. Some of them because they don't necessarily need as much exposure as other stores. But exposure and positive experiences by people at events most definitely carries future business and future positive impact. Marketing 101 there, thats pretty black & white.
It would be fun to have an event where there are activities and food for families with children. A carnival of some kind would be good. We didn't even stay open this year to hand out candy.
I think a weather contingency plan would be wise. Perhaps have a centralized location (MPAC) where stores can set up tables instead of tromping through the rain. Scare on the Square isn't about sales, it's about exposure. By giving away gift certificates to costume winners we gained new customers who may have never visited our store.
Just because it is halloween and families are busy having fun and focusing on children as they should, of course sales will be lower. It just is not a shopping day even if we did not have an event! It is fun and a good way to give back to our community.
East side businesses
Fun atmosphere, gets some new potential customers down with their kids.
targeted age of audience (children/parents) causes limited accessibility for a good portion of our customer base demographics.
Safty for kids.
We are closed by the time this event begins.
I did not participate this year. We do have to close early. It does not make us money, but I do feel like it is a community service event. I am open to however the downtown board/ wants to handle the event:)
Close the streets for the public safety. It's all about giving back to the community!
We close early on Halloween
We moved in a great direction. How about more adult focused activities or adult type activities later on Halloween night to increase revenue for businesses after the kids go home.
This is a sense of community event and that is part of being on the square that we have to accept, good or bad.
Again, love it, but we close during this time and in addition, have the cost of labor to pass out candy and the cost of the candy.

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H4H - Additional comments regarding Home for the Holidays:
Keep streets closee
We close our business due to this event, and the few events we do try to host during this weekend to recoup some of the losses usually do not do as well as we have hoped since most families travel and/or spend time together (as opposed to dropping off their daughters with us for a few hours). This year due to the bad weather we lost a considerable amount of income, which is difficult after having done so in September due to Oktoberfest. Sundays don't tend to be as busy, if much traffic at all, even in this past year with the weather being better on Sunday. My vote would be to change this back to a 2-day event only (Friday & Saturday).
despite weather this past year, this is one of my favorites (personally and professionaly)
This was the worst looking event that I have ever seen. The last few years it gets worse and worse. If you can't do an award winning event then cancel it. There were terrible vendors (Window Replacements and Gutters). This is because you have terrible events - no good vendors want to come.
A true tradition for downtown. Streets should be kept closed for safety sake and to be able to set up vignettes on the streets.
Make sure to have inclement weather plans in place. I can't do business at all during this weekend, but again moved to Tupps for Saturday
This should be planned one weekend later. There also should be an alternate weekend available for weather
If the weather is not good, this is a total tragedy due to street closures. An attempt should be made to move visitors' experience more toward shopping rather than festival. i.e. gift wrapping station. A fleet of golf carts to get shoppers and their purchases to the car.
This is the killer for me. This event was needed 8 years ago but not anymore in its current state. It makes no sense to me to close off your retail district on the busiest shopping weekend of the year. This is the one that I am willing to die on the hill for. And not as much for our companies but the great retail store we have downtown that gets killer during this event.
I have closed my office to my clients in for the past 6 years during this event and offer gift certificate sales during this event.
No negatives obviously as long as we have good weather.
We need this event. And we just have to pray that we never have weather like we did in 2015!
This is a great event as is. Excellent job!
Always our biggest weekend of the year!
I would like to see a rain or weather plan be developed in the future.
The majority of my tenants complain about the street closings.
i like it
Eliminate Sunday, let retailers have a normal business day on Sunday. This is a long family tradition for many; I think eliminating the event would be press nightmare.
Examine the need for the cost of the Christmas Tree. More Christmas attractions that have photographic opportunities. Only the sled really worked. Actually have multiple events in a short two week window.
More music more singing. Make it like a winter wonderland
ORIGINALLY THIS EVENT WAS ON THE SIDEWALK AND INVOLVED CAROLERS. GO BACK TO ORIGINAL CONCEPT. ON THE SIDEWALKS, DO LIGHTS, DECORATIONS AND MUSIC. MOVE TO FIRST WEEK END IN DECEMBER TO ALLOW DOWN TOWN TO BENEFIT FROM THE SALES ON THE FRIDAY AFTER THANKSGIVING INSTEAD OF BLOCKING THE STREETS ON THIS LARGEST SHOPPING DAY OF THE YEAR.

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<p>We are closed on that Friday after Thanksgiving, open on Saturday. we have many new people dropping by to get info on what services we offer at the spa and start to purchase gift cards for the holidays. Our clients, family, staff and friends look forward to the kick off and always attend looking forward to it each year. the only things that seems to be an issue is the name...people still call it Dickens and something needs to be done about that to make it a more Christmas theme...home for the holiday's could be ground hogs day...lol</p>
<p>I would like to keep Home for the Holidays the same. Any efforts to improve are good. Making it classy is a move in the right direction.</p>
<p>I understand the need for this event and it's very nice for the community, but again, parking is such an issue.</p>
<p>I think the dates of the event are competing with too many outside elements. People are traveling and doing other Christmas shopping that is not located in Downtown McKinney. Weather will always be an unknown element so not really anything you can do about that.</p>
<p>2015 is a bad example to draw from. Weather was at fault. Still an important event. What about having blockwide decorating contests? I'd love to set our building/block up with an actual light display set to music for the month. It's costly but something for us to look into. It would draw traffic all month.</p>
<p>There needs to be a rain date as we saw this year. The poor weather was a let down for many vendors who wait all year for this event. having a poor outcome in the 4th quarter is not good for small vendors who live for the incremental dollars from this festival. All in all this is one of my favorite festivals. The tree was a great addition this year</p>
<p>I would like to see this go back to being a Dickens themed or retro themed event.</p>
<p>Events like this allow us to really call ourselves Unique by Nature. Supporting various facets of a community.</p>
<p>I feel this event should be more quaint and small town feeling. Puppet show, face painting, petting zoo, pictures with Santa and snow hill for the kids. Roaming carolers, nutcrackers on stilts, tree lighting (on the square), carriage rides. The event should have food vendors such as, hot chocolate, coffee and cider. Also, some sweet treats. That's it. Spend more money on making the square look festive for the entire Christmas season. The rest of the event is shopping in all of the adorable shops on the square! Simple and quaint!:)</p>
<p>I bought a home in historic McKinney neighborhood and have a business in downtown largely due to events like this one. I would not have chosen to live here otherwise - it is a quality of life decision. My husband and I would have continued living in downtown Dallas going to their neighborhood events, though they get very overcrowded. I would definitely sell our home if McKinney ceased these wonderful, family friendly, community friendly events.</p>
<p>This is an event that is totally affected by the weather. I think the money spent on this event would be better spent on transforming downtown into a beautiful Christmas village for the entire month. Spreading out the activities over the 3 weeks before Christmas would make it less critical if the weather is bad.</p>
<p>Amazing Event (when the weather is good). Brings in great sales AND residents LOVE it. This really gets them in the mood for shopping and it also brings people from surrounding communities to downtown McKinney.</p>
<p>We don't know what an "average" Friday and Saturday after Thanksgiving looks like as we have never had one with out an event here. We think that it brings more people to our door than would come otherwise on these days.</p>
<p>This year was by far the toughest year. I think we need to look at weather and decide to call off an event a little quicker. We had several guests at the hotel that just came down for the event and were</p>

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<p>very upset. The booths were still set up, even though they were closed and the streets were still blocked off. Even though the event was basically shut down, the street closures had a huge negative effect on our business. I checked 'no positive impacts for Downtown McKinney', only because I'm not aware of them, only for this year. In the past, I believe it has been a good event. I just think we may need to move it off of the square or rethink set up.</p>
<p>Black Friday/Small Business Saturday are two great "holidays" for shoppers already. We should promote this separately from "Home for the Holidays". It makes sense to have "Home for the Holidays" during the month of December when it is colder and is closer to Christmas. Plus it creates 2 separate weekends for shoppers to come back to downtown McKinney.</p>
<p>We're not here for this but I know most retail stores that I know like this event, and for same reason a previously stated. More exposure and branding and traffic. Those are not bad things except on rare occasions. The square events are not any of those rare occasions.</p>
<p>We would like it to be the following weekend. It's difficult for small businesses as they are usually the only employees and that makes it very difficult to travel for the Thanksgiving holiday. Also, please, please go back to Dickens of a Christmas. So many people miss that unique, warm homey feeling. Another idea is to have some activities each weekend in December leading up to Christmas. This would help if we have a bad weekend like this year and give people a reason to visit us on any December weekend.</p>
<p>Have rainy day plan.</p>
<p>Minimize street closures</p>
<p>There definitely needs to be a contingency plan in case of rain. I feel like a lot of people (Tupps, outside vendors) wasted their time setting up, paying employees, and sitting in the rain. If you know in advance there is a high probability for rain, delay for the next weekend. Friday sales were not great (horrific rain) but Saturday was decent. The next weekend made up for it though (awesome sales).</p>
<p>Awesome event. I would focus a little more on our side streets. Of course this last time weather was terrible. I would like to see the carolers stroll the side streets as well and not just the square like they did this last time. Also, as many lights up as possible. It is always beautiful at Christmas in downtown McKinney. I hope we keep it that way and never change this event. It is tradition to come the day after Thanksgiving and that weekend for so many families that live near and far. They would be so disappointed if we changed any part of it. Tradition is important to so many.</p>
<p>If bad weather, can it be held inside mpac</p>
<p>The best event by far, always a great time for us, lots of sales and always brings people from out of town. (weather this year was a major factor though)</p>
<p>Favorite time of year for a lot of people.</p>
<p>We have only been here for one Home for the Holidays and the weather did not lend itself to ANY increase in business. NOT THE FAULT OF ANYONE. We believe that it would have increased business since Santa tent was to be located in front of Hugs. Only suggestion for future is to move it just a little further east.</p>
<p>I would like to see a rain plan implemented for all of the events. Maybe move all booths to Square on Kentucky and Tennessee and keep streets open for traffic around if rain. Use parking lots. I have other ideas to long to write out. This year our weekend was totally off from event normal because of streets blocked and of course the weather. I think we should learn from this experience and have a rain plan.</p>
<p>Add more shopping events like candlelight shopping on Thursdays, etc. 346% increase in sales for this weekend compared to other weekends in November for 2014 (data skewed this year due to weather, but we still had nice sales:)</p>

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Also shop/restaurant owners and mckinney staff could enjoy thaksgiving with their families I stead of decorating on thanksgiving for the Friday opening of holiday in the park.
We like this, but it would be better if it was Saturday and Sunday, not Friday and Saturday. Black Friday is a waste for small businesses.
Flat or decreased sales but great exposure! We put our business here because of the community. They are a great value even when they do not reflect in same day increases to sales!
A signature event that brings our community together during the holiday season. I would like to explore moving the event to the next weekend and bring in the Rotary parade to the Saturday night. it would lessen the street closures to just once for both events. No outside vendor at all. This should be about business who pay rent all year. Nothing brought in from outside vendors is needed. Our shops offer 99% of what they do.

FINAL COMMENTS - Please provide any additional comments you wish to make regarding events in Historic Downtown McKinney.
Festivals are good for the city. They increase sales. Those who say it doesn't. Show up your books. Prove it. Use it as a marketing tool. 1,000s of people can see your store
Events make McKinney unique. Without events we are just another town. Please don't let the few businesses that are against events to take over downtown with their loud voices. We can't go backwards to 20 years ago when no one came downtown. The exposure alone is worth having events.
My salon is located on Lamar St. I used to be located in the Ritz building. I was unable to take clients on event weekends because my clients couldn't get to me. The parking is AWFUL for customers who make appointments.
I believe McKinney is a destination and events like these bring people that may need a reason to discover what our gem has in its downtown. I would be willing to let some of these events go so we could focus more on the remaining festivals.
We need to continue the immense benefits and increased revenue these event bring downtown.
I can't imagine any of the mentioned events with the streets open for traffic. That would be a traffic nightmare and probably a bit dangerous, too.
If you can't put on award winning events - then don't have them. They really don't help that much and with the parking problems it is hard for people to purchase items and carry them 6 blocks to their cars.
Didn't we just complete a survey similar to this last fall? Why do we keep asking for feedback When it seems as though it is ignored. Is the city opposed to the downtown events or is it just a few merchants that are opposed? We need to define a course of action and stick to it. That's my biggest complaint with downtown events--we are inconsistent!!
Keep events in McKinney!
Events are an important part of the downtown experience and it would be a shame to see them end. I'd love to see them continue to grow!
I think we can find common ground.
I LOVE DOWNTOWN MCKINNEY! I FEEL VERY LUCKY TO HAVE MY BUSINESS THERE!
Street closures are deathly to business. Realistic parking options need to be available. Large parking pad with busing to event?
Continue to focus on side streets just as importantly as the square proper.

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Art & Bloom Octoberfest Two street closures per year. Wine & beer sales.
Please note I have answered these questions from the point of view of an office tenant on the second floor of a building on the Square (which is what this business is). If the system will let me I will answer from a different point of view
I loved Councilman Rogers' comments at the council work session. Our downtown events have had a huge impact on making downtown what it is. We need to keep the ones that make sense to keep. :-) and to you and your staff.... please keep up the great work!
In general, limiting street closures will make downtown shop owners happy. As stated previously, some of the events could work nicely in other areas of McKinney (Mardi Gras at Bonnie Wenk or Town Lake; Scare on the Square and Arts in Bloom focused around Chestnut Square).
Since each of our establishments build a tax base for McKinney...each business needs to be respected as such. Each business should be given an equal voice and vote. We live in a democratic country, we do not need a board of "trustees" who make decisions without our input...there is no one or two business' who are special or more valuable than anyone else.
Please limit street closures. Promote local retailers and restrict street vendors who compete with downtown merchants, after all, they are the ones who pay rents and local taxes.
Without events, downtown McKinney will quickly lose its appeal and the merchants will move to other venues. The office community will grow and like many city centers throughout the country the restaurants will mainly serve these employees. The street closure is huge as it allows the "foot traffic" to be far higher than if only the sidewalks are available. It is hard to imagine why anyone would consider changing this successful format.
More events means more exposure. Which is good for business
More events means more exposure. Means more business
Because of the ongoing debate of whether or not to have festivals/street closures, I feel like this shuts down the possibility of other types of events. The festival/street closure debate has been around as long as I have been a business owner in downtown McKinney (10 years). There are business owners with good ideas and perhaps bringing something new to the city will have a positive impact, for example a Big Green Egg festival. While some of our festivals have a negative impact on my sales, I would hope that other businesses in the same situation, have enough experience and understanding that there is a greater good by having some of these festivals.
KEEP THE STREETS OPEN!!!!!!
Read my comments and feel free to call. The Square is changing and the effect of shopping heading north, a finished highway for easy transit means the Square has to be that much better. It can be great it just has to be retooled for promotions and events. Feel free to call.
All events need to be examined for their effect of increasing traffic and awareness to the DFW Customers. Streets can be closed but easy access into the square needs to be maintained.
More Events.. More Events equals More People, More People More Business. More ability for consumers to see the store! MORE EVENTS
I AM NOT OPPOSED TO EVENTS BUT STREETS CLOSURES ARE A KILLER FOR ALL MY BUSINESSES. STREET CLOSURES SHOULD BE LIMITED.
I think that the purpose of McKinney being different requires events like this that take place in the downtown area....It would be great if the powers that be would check on just making the square pedestrian only...that would take care of the fight about parking in front of the store's and clients would not worry about tickets and traffic, getting hit in a cross walk...etc plenty of city's have finally done this and it adds to the character of the city center. thanks for the survey as many of us do not have the opportunity to attend meetings and would like to have a voice...

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<p>Removing events would be a blatantly stupid thing to do. Clearly events influence businesses positively, and also reinforces the unique nature of the Downtown location. Keep holding events. They're great for Downtown McKinney!</p>
<p>Downtown festivals do NOT help my business but they are good advertising and help to pull the population from the west side of town down to the square. I feel that's where our efforts should lie.</p>
<p>If we are going to have these elaborate events like larger cities do (Oktoberfest, etc), we should provide some sort of adequate parking for the people who come to attend. I feel as though only a handful of businesses are providing any sort of parking assistance and everyone else is left to their own devices. I have had 8 years of complaints working every single time we have an event downtown. It's ALWAYS about parking. The city should do something to help the people attending events enjoy themselves fully and not have a nervous breakdown spending 45 minutes looking for a parking spot. As someone who lives in the downtown area, I would love to come to these events but as someone who works down here, I dread these weekends and it costs our businesses money. Thanks for listening!</p>
<p>I believe that the city has done a wonderful job in making McKinney a destination. Our downtown is vibrant and growing. The types of businesses have evolved and our events need to reflect those changes. The city should consider and weigh heavier the downtown merchant's perspective over average citizens who do not understand our business climate. I support up to 4 street closures in addition to the July 4th parade. Thank you!</p>
<p>As often as possible. Foot traffic = sales. The number of parking spots on the square proper does not increase sales.</p>
<p>Overall the events are important to get people to come to McKinney and find out about our wonderful square - the stores, restaurants and atmosphere. I am against charging any type of admission that would drive people away - i.e. go to another town's Oktoberfest instead of ours. I am also against moving any of the events off the square. The square and the businesses here are an added draw for people who come to the events.</p>
<p>It is just me 2 cents, but it appears those complaining about street closures and events don't like certain demographics coming into Mckinney. They also appear to be older stores who don't like like the growth and change in the square and want us to remain quaint, segregated and quiet. I would challenge these stores/restaurants to show their year end receipts to prove these events hurt them. Those attending events may not shop the day of the festival but most likely will come back to enjoy everything the square has to offer. Mckinney is very unique and events give us the opportunity to grow our client and homeowner base. The reason we moved here was because of the square and all it has to offer. Don't change because of a few negative folks. Also I feel like stores here want the free advertising and publicity of these events and then don't do anything to help these events. Hardly any of the restaurants or shops offer incentives or discounts to festival goers - it has to be a two way street.</p>
<p>Street Closures are there to provide safety for all participants. I think they are a must, especially when often times we see drivers heading in the wrong direction on a one way street. If individuals are coming from out of town, street closures strengthens the safety of the event.</p>
<p>Oktoberfest is WAY too big!! It does not drive sales to our businesses! It actually prevents customers that would spend money to come to the square because of the enormous crowds! It is probably great for food vendors, but the business owners should be the ones benefitting from the festivals. We all work extra hours for Oktoberfest for no extra benefit. We have increased theft during this event as well. Too much emphasis is put on THIS festival. It's gotten out of control! If this is the ONLY way for Main Street to make money then I'm curious how Main Street made money years ago when</p>

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<p>Octoberfest was MUCH smaller. I would rather pay a certain amount of money to help with Home for the Holidays than endure Octoberfest!</p>
<p>Don't cease doing them! They build community pride, provide opportunities for quality family time, bring sales to local businesses, and make lots of people happy. Happiness is always good for a community of people. It brings back repeat business afterwards, I know this from my sales! People like McKinney and come back later on a quieter day to explore it further!</p>
<p>Downtown is a destination for couples and families. It is not a drive-by strip mall. We all share the same customer base. Those who think their customers are only coming downtown for them are deluding themselves. The customers have a large array of choices and they enjoy the shopping experience in downtown.</p>
<p>Parades, Bike the bricks, Oktoberfest, and Home for the Holidays are the only times the streets should be closed.</p>
<p>More events and more street closures. They are great for business and downtown.</p>
<p>There needs to be a way to limit how many times we shut off the square for events . "Homefor the. Holidays " Event shouldn't take away all the parking spaces. It is the last sales push for the year. Art Walk can be staged on the sidewalks with out shutting down the square</p>
<p>Doing away with events would hurt business and the community. New business is essential and events help to bring this about.</p>
<p>I'm not even sure about 4. It would definitely depend on the type of event. Bike the Bricks, obviously we have to close the streets. Scare on the Square needs to be closed at least on the square for the children's safety, or at least have crossing guards. Home for the Holidays - I think we need to look at moving it off of the square somehow. I wish I had more solutions for you. I love our Historic Square and I think that you all do a great job promoting it. Thank you!!!</p>
<p>McKinney is a wonderful town with a lot to offer. Festivals and events are an important part of the overall McKinney Square experience. I can't tell you how many times someone has come into the store during an event and said "what a cute little town. we just love all the festivities." Or "we come every year for this event."</p>
<p>Safety of our customers and their families comes first. Having the streets closed is important to maintain that message.</p>
<p>The main issue is always parking. When the streets are closed, our customers have difficulty finding convenient parking locations.</p>
<p>The street closures make it a pain parking but its necessary and it enhances the events greatly. Thats part of the fun, the open area with easy walking to everywhere and the event within it. No problem with street closures.</p>
<p>McKinney has spent a great deal of time and money revitalizing the downtown historic area. Now is not the time to give up on it. These events not only draw customers to downtown business, they add to the sense of community within McKinney.</p>
<p>These events give a hometown feel to the community. I love the Square and so do a lot of other people.</p>
<p>These events have a positive impact on local businesses. I have personally heard comments about how people did not know of some of the businesses on/off the Square until they attended an event. Overall, we need the events to continue.</p>
<p>The main consideration for putting on events should be to increase business in the downtown. However, you have to collect data and distribute it to make sure that is happening. Also, if we don't address parking why are we trying to get more people to come here when there is no place to park. It really does not make sense. I also wonder why we put so much time and money into something that is not nearly as important as PARKING.</p>

**COMMENTS FROM ONLINE 'DOWNTOWN EVENT' SURVEY
JANUARY 8-19, 2016**

<p>Street closures haven't shown to effect sales except at Home for the Holidays where there was a beer garden placed in front of the store. This blocked our side street which decreased foot traffic and made it difficult for wheelchairs and strollers to get through and a lot of people didn't know they could still come down our street. We support having street closures for all major events as long as there is a contingency plan in place for poor weather and as long as side streets aren't blocked.</p>
<p>When streets are closed it helps families so much. People feel they can stroll freely with there children. It just adds to the atmosphere. The Barkus event is the only one that I feel is not necessary to close the streets....just not a large enough event, but I am not opposed. I just want to keep events running smoothly. You guys do a great job! Keep it up!!! Doozie</p>
<p>Businesses and community benefit from the hard work and professional events run by McKinney Main Street staff. Keep up the great work that brings so much to McKinney</p>
<p>overall we are pleased with the events, it makes for a great experience for all.</p>
<p>Events are an important aspect of Downtown McKinney - they are needed, wanted and part of the custom charm. Street closures are necessary for safety and I'm ok with them in light of encouraging a larger footprint for those that enter the barriers - extending square proper tendency to side streets...the square isn't "square" ;)</p>
<p>These events are part of what makes the Square a place for family and community. At the same time they build the businesses that make this square special.</p>
<p>There should be exits at the end of every street that is blocked. It is hard for people that has dissabilities to have to walk so far back to the exit gates</p>
<p>I would be glad to help discuss this further. I do not want us to get so cocky and forget that the community is part of what got us where we are today. I do think that the reason we are doing events needs to be looked at because that has changed. We use to do these to get awareness and traffic. Now, I believe it is more for the community and of course extra sales but there is a balance.</p>
<p>For those of us who are truly small business owners, these events are vital to helping our business grow. I am the sole supporter for a family of 6. I credit this awesome downtown community for helping my dream of owning my store and supporting my family become a reality. I do not think my business would have been as successful in any other location. I continue to depend on this downtown to help my business grow by bringing new people to the area. Events on the square are by far the main way this happens. Please keep these wonderful events happening.</p>
<p>I am involved with several different neighborhoods in several different areas. One of the main problems I see with McKinney events is that they provide too many opportunities for people to spend their money on booths and entertainment in the streets and do not drive people into the stores. There should be things to do on the street, but when it competes with the shops, it is counter productive. IE there shouldn't be someone on the street selling funnel cakes a block from my shop or someone selling popcorn down the street from mom and pops</p>
<p>Events on the square are what bring people together and create a close community. Our events bring new people who don't frequent the square or McKinney and expose them to all that we have to offer. More people, more sales, means a growing business.</p>
<p>I am for events that accomplish the goals of increasing sales (either day of or future), providing exposure, and creating a community then we are for it! Our square has the potential to provide an environment that is so different than most options around. We must keep it unique and special. Events are part of what makes us what we are and developing a community will only benefit us! Note: Type of Business Many restaurants are open for Lunch and Dinner, not Breakfast/Lunch or Dinner. Our business is equally divided, and surveys should have a third restaurant option "Lunch and Dinner"</p>
<p>Home for the holidays is only major event to close the streets.</p>

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I believe that the events we have cover the year perfectly. We do not need to add another event that requires street closures. The events truly do nothing for an Art Gallery and Framing company. With that said, we understand the sense of community aspect of what the square is and we accept that is part of being on the square. Again, PLEASE DO NOT ADD MORE EVENTS THAT CLOSE OFF PARKING.

My vote on street closures may sound extreme because of the limitation in the choices. Basically, any street closure is bad for my business. Our customers complain and some state that they will go somewhere else that week for a cake. Our customers are carrying out heavy, sometimes very large, cakes. How far will they have to walk? Where will they find parking that increases that distance? We try and educate our customers about the streets and offer them the option of driving up to the fence behind our shop. This can be confusing and not everyone makes it to the right spot. I do not have a solution to offer. We do not enjoy the downtown events for this reason. The foot traffic is surprisingly minimal into our store. People who do come in are "just looking" and not buying. We do not make an effort to change our store ours for these reasons and because we still have work to do with deliveries. Deliveries: another great inconvenience with heavy tiers when we can not pull up closer to our shop.

I truly am fine with the street closures, I just need clear communication about it. We are a service business, not a retail, so access to our office is necessary for us to work and if we can't work from our office, then I feel like I'm losing money. I can deal with this, but it needs to be clear and no changes after it's communicated.