

Council Update
McKinney Main Street
McKinney Performing Arts Center
June 4, 2013



Staff

Ty Lake - Director

Amy Rosenthal - Marketing & Development

Merry Caroline Canter - Main Street Program Coordinator

Lara Marsh - Ticket Office Manager

George Powell - Facility Specialist

Rebecca Hart - Events Coordinator

Belinda Kennedy - Customer Service

Luis Arellano - Maintenance

Luis Navarate - Maintenance





McKinney Main Street

- Main Street consists of 13 board members (3-year staggered terms).
- The board meets the second Tuesday of each month at 8:30 a.m. at McKinney Performing Arts Center.
- Main Street hosts a monthly Business Monthly Meeting at McKinney Performing Arts Center for Information Sharing purposes for all downtown merchants.



Vision:

McKinney's vibrant downtown will offer retail, office, arts, entertainment, residential, restaurant and leisure opportunities for McKinney's residents and visitors from the region and beyond to promote business, heritage, tourism, and community identity.

Mission:

Our mission is to maintain and enhance a vibrant downtown area through promotion, organization, design and economic redevelopment, as part of the National Main Street Center's Four Points™ of Main Street (Promotion, Organization, Design and Economic Redevelopment).



Promotion:

Promote downtown and deliver focused quality festivals while marketing a unified, quality image of the commercial historic district as the center of commerce, culture and community life for residents and visitors alike.

Activities include 8 annual events in addition to support for recurring monthly initiatives like Morning Maniacs and Second Saturday gallery nights.



Morning Maniacs Show & Shine

Every First Saturday of the Month
Saturday Mornings from 7:30 – 10:30 a.m.



Second Saturdays

Every Second Saturday of the Month
Saturday Evenings from 7 – 10 p.m.



Krewe of Barkus Dog Parade

Sunday before Mardi Gras
Sunday, February 10, 2013 at 12:30 p.m.



Arts in Bloom

Second Saturday of April
Saturday, April 13, 2013 at 10 a.m.



Main Street Events & Activities



Bike the Bricks
Memorial Day weekend
Friday, May 24, 2013 at 4 p.m.



Red, White & BOOM!
Hometown Parade
Thursday, July 4, 2013 at 10 a.m.



McKinney Oktoberfest
Last weekend in September
Friday, September 27, 2013 at 4 p.m.
Saturday, September 28, 2013 at 10 a.m.



Wish 100
Saturday, October 5, 2013 at 7 a.m.

Main Street Events & Activities



Scare on the Square
Halloween Evening
Thursday, October 31, 2013 at 4 p.m.



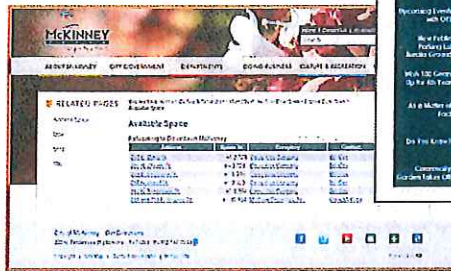
Home for the Holidays...
A Christmas Tradition
Thanksgiving Weekend
Friday, November 29, 2013 at 10 a.m.
Saturday, November 30, 2013 at 10 a.m.
Sunday, December 1, 2013 at 12 p.m.

In 2005, McKinney Main Street was responsible for two annual events, and with the help of other organizations and non-profit agencies, we have grown to a total of eight in 2013. We estimate a total of 1.5 million visitors that experience Historic Downtown McKinney each year. With over 130 businesses, the historic commercial district has grown from an occupied nine block area to a seventeen block area in 8 years...and we continue to grow each day.

Main Street Events & Activities

Economic Redevelopment:

Work in partnership with public and private allies to boost downtown economics. Provide available lease/building space listed on downtownmckinney.com. Information sharing of the Town Center Study.



McKinney Performing Arts Center

- 137 year old Courthouse opened as MPAC in March 2006 and public facilities open 365 per year.
- Primarily a rental facility with clients including individuals, local arts organizations, businesses, non-profits & religious organizations.
- MPAC presents a limited live performance series in addition to specialty niche events.



Vision:

MPAC's robust multipurpose facility will provide arts, entertainment, culture, education, recreation and historic significance to McKinney's vibrant Historic Downtown for our residents and visitors from the region and beyond to promote business, heritage, tourism and community identity.

Mission:

MPAC's mission is "to provide the community a unique and professional venue in which cultural, artistic and educational opportunities may be nurtured in a supportive environment."



Classes & Camps

FY 2012

30 Camps Revenue = \$ 23, 717

31 classes revenue = \$ 55,001

FY 2013

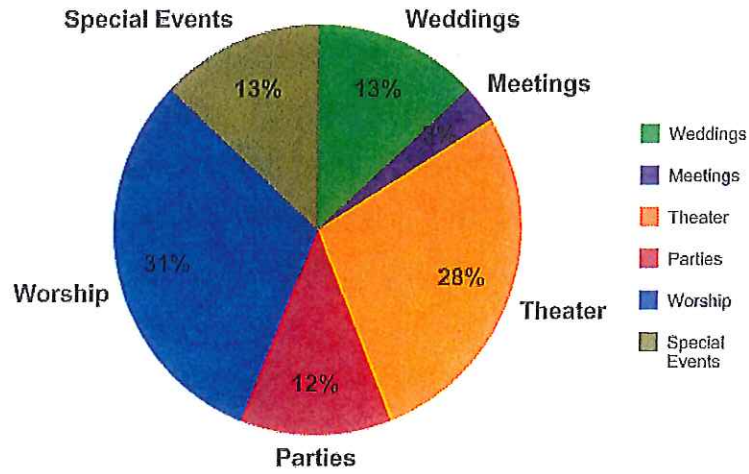
32 camps revenue = \$4,184
(enrollment just started)

31 classes revenue = \$48,855
(revenue still being collected)

Tenants

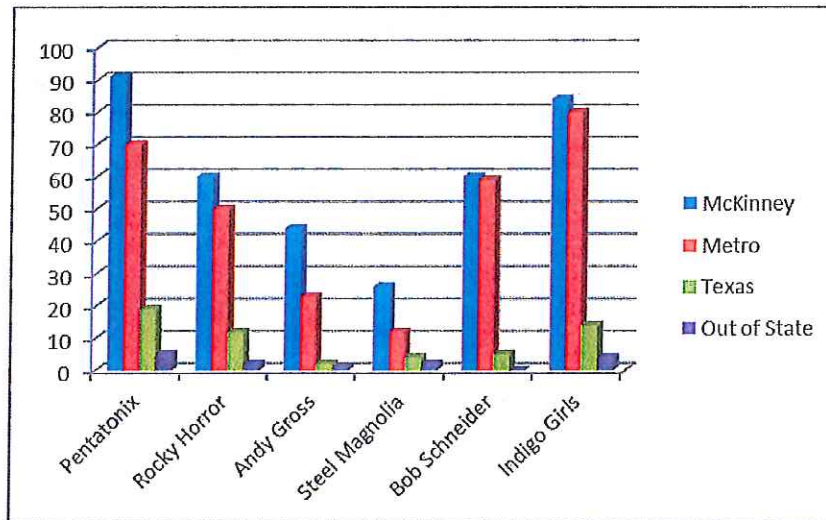
- McKinney Repertory Theatre
- New Life Church
- Collin-Fannin County Medical Society & Project Access
- Texas Youth Ballet Conservatory (in negotiation)

Event Rentals



\$129,040 in event rentals to date
(\$122,772 in FY2012)

MPAC Presents Events

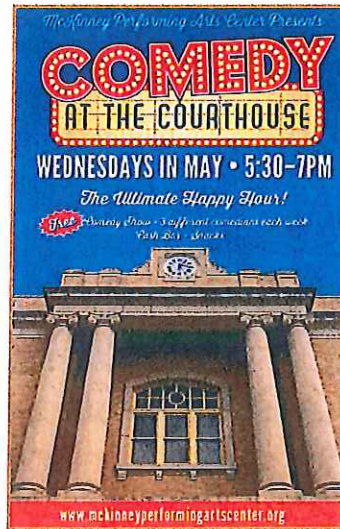


	McKinney	Metro	Texas	Out of State	Attendance	Revenue
Pentatonix	91	70	19	5	430	\$9,338
Rocky Horror	60	50	12	2	338	\$4,088
Andy Gross	44	23	2	1	328	\$4,280
Steel Magnolia	26	12	4	2	232	\$2,520
Bob Schneider	60	59	5	0	342	\$7,107
Indigo Girls	84	80	14	4	428	\$19,824

Specialty Niche Events



High Noon
Free Entertainment & Activities
Wide range of musical performers and participatory activities designed attract guests during lunch hour and engage visitors. Program has developed weekly followers.

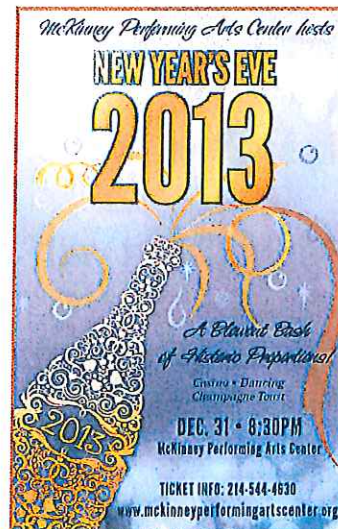


Comedy at the Courthouse
Free midweek comedy series designed to entertain guests after work. Series has been standing room only.

Specialty Niche Events



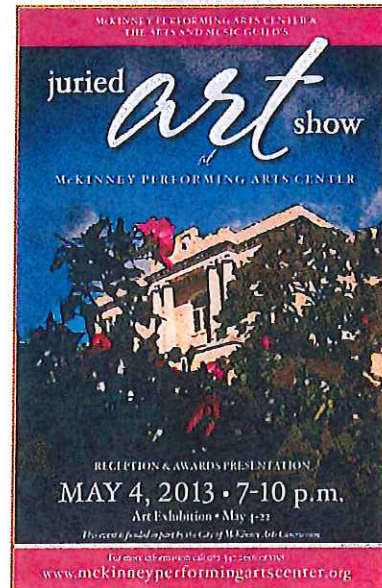
Bridal Show
Annual show reaches maximum vendor capacity months in advance with extensive waiting list. Day of show attracts guests from all over North Texas.



NYE
First year event selected as a top "Guide Pick" from The Dallas Morning News. High number of participants first time visitors to MPAC.

Public Art Collection

- Hosted 2nd annual Juried Art Show with McKinney Arts and Music Guild
- Received support from McKinney Arts Commission
- 300 guests attended opening night reception and awards ceremony
- MPAC's public and permanent collection includes 13 pieces



Community Partnerships

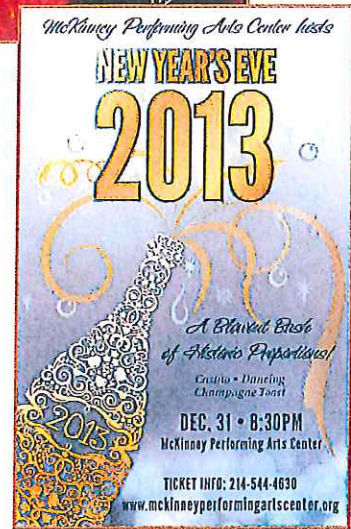
Space provided at little or no-cost to help foster community relationships

- Digital Story-telling Festival MISD district wide elementary program
- MercyMe concert benefitting The 25 Project
- Night Court with Judge Paul Raleeh
- North Texas Council of Governments meetings
- Zane Williams – to support our local artists



Upcoming events...

- Restless Heart
- Pam Tillis Holiday Show
- Continue success of High Noon & Comedy at the Courthouse
- Implementation of Christmas Season events to extend "Home for the Holidays" through December
- McKinney NYE 2014



Connie Gibson

Subject: FW: 18th Annual Killis Melton Ice Cream Crank-Off Results
Attachments: Crank-Off Living Social Feedback.csv

From: Cindy Johnson [<mailto:cindyjohnson@chestnutsquare.org>]

Sent: Monday, June 10, 2013 8:04 AM

To: prodgers@airmail.net; hamiltondoak@sbcglobal.net; travisusser@att.net; Rene Teague-Osuna; joamrah@aol.com; Tim Baker; andeb4@tx.rr.com; jjoplin@abernathy-law.com; tao75070@tx.rr.com; Guy Giersch; kim@chestnutsquare.org; alice@chestnutsquare.org; terri@chestnutsquare.org; kim@chestnutsquare.org; jim@jldoyle.net; Ty Lake; bshumate@visitmckinney.com; Dee-Dee Villanueva; Jason Gray; ronald.g.johnson@mssb.com; clyde_g@sbcglobal.net; henrysicecream@aol.com; 561mgr@marketstreetunited.com; Connie Gibson; Cindy Schneible; george fuller; kristenroberts18@gmail.com; Jennifer Gracy

Subject: 18th Annual Killis Melton Ice Cream Crank-Off Results

The 18th Annual Killis Melton Ice Cream Crank-Off was bigger and better than ever! Crowd estimators put the crowd at 3,500+. 79 gallons of ice cream were served (that's 10,112 ounces or 2,528 four ounce scoops). While Gypsy Scoops ran out of Henry's Ice Cream at 1:55 p.m., there was still a little ice cream left in the Cranker Tent after the event ended. All 320 hot dogs and chips were sold. We had pony rides, train rides, a petting zoo, eight carnival games with prizes, make your own ice cream for kids, decorate an ice cream hat, sand art, magic shows and more. Chris Gracy from Main Street Magic was an awesome MC and Kate Moore and Bud Rager split the time on the stage offering up good, old-fashioned music to eat ice cream by. Of course, the weather was absolutely perfect, leading to much less ice cream "shrinkage" this year! For the first time, we offered a "Best of Main Street" category for downtown merchants. Gather in Downtown McKinney won that award! To see all the winners go to: <http://www.chestnutsquare.org/programs/ice-cream-crank-off-2013.asp>.

Press coverage was phenomenal: Dallas Morning News, McKinney Courier Gazette, Town Square Buzz, New York Times, Dallas Observer and Channel 8 morning news all carried the event.

This was the first event that we offered on Living Social (in the past we have done tours and memberships only). I have been leery of offering events due to capacity issues, but worked with Living Social to limit sales. The benefits of using Living Social is the promotion, the feedback and the reach to different audiences. We sold 103 tasting tickets and 110 entertainment ticket packages. The redemption rate was 89% (vs. 20% or less on tours and memberships). I've attached the preliminary feedback (the first 16 entries deal with the Crank-Off). Of the 16 respondents we received 13 thumbs up and 3 thumbs down. This is the first time we've received a thumbs down from either Groupon or Living Social....most of the complaints deal with a lack of understanding of what the deal included and the lines (and, gee, we thought the anticipation while waiting in line was part of the fun!)

We used 70 volunteers and 4 staffers to pull off the event. We couldn't have done it without the volunteers and Alice Yeager did an awesome job of recruiting and assigning them. Kudos go to Edna Brown and Tom and Nancy Cowlshaw for organizing and overseeing the ice cream judging. Kudos also go to Jim Doyle for stepping off a plane from Germany on Friday afternoon and managing the Cranker Tent on Saturday at noon! Joe Joplin kept the ticket sales going and Hamilton Doak manned the hot dog grill and cooked every one of those 320 hot dogs. The National Charity League Daisy Chapter created awesome handmade, old-fashioned carnival games for the kids...they supervised the games and collected over 1,000 tickets during the four hour event!

Of course we couldn't do it without our wonderful sponsors! McKinney Community Development Corporation (MCDC) provided promotional funding, Market Street donated hot dogs, chips, water, ice, salt and lemonade, Henry's Homemade Ice Cream provided discounted ice cream, Primrose Schools of Eldorado and Stone Brook funded the kids' activities at the schoolhouse and the First Baptist Church of McKinney provided box lunches for volunteers.

Preliminary results indicate that the four hour event brought in over \$18,000 and netted over \$6,000. We will donate \$500 to the Leslie Geer scholarship at the McKinney Education Foundation (MEF). The remainder will support Chestnut Square Historic Village and the Doc & Clyde Ice Cream Freezer Museum. Henry's Homemade Ice Cream will make the Overall Best and People's Choice winning ice creams which will be offered for sale at Market Street and Henry's during the summer. A portion of those sales will be donated to Chestnut Square.

Sincerely,

Cindy Johnson

Executive Director

The Heritage Guild of Collin County and Chestnut Square Historic Village

Preserving and Perpetuating the Heritage of Collin County

<http://chestnutsquare.org/>

http://www.chestnutsquare.org/programs/farmers_market.asp

Phone and Fax: 972-562-8790

Mobile phone: 214-417-5049

Have you read Chester of Chestnut Square's book? Get yours today at www.chestnutsquare.org

Cindy Schneible

From: Vanesa Baggett <vbaggett@visitmckinney.com>
Sent: Tuesday, June 18, 2013 4:13 PM
To: 'Information Strikes Against Cancer'; Cindy Schneible
Cc: Dee-Dee Guerra
Subject: Strikes Against Cancer Hotel Report

Hi Adam & Cindy,

I just wanted to pass along the information I have collected from our hoteliers regarding room nights McKinney Hotels received during the Strikes Against Cancer Tournament weekend.

Strikes Against Cancer – 113 Total Rooms, \$ 10,521.67 Total Revenue

- *La Quinta* – 39 Total Rooms, \$3695.00 *La Quinta will rebate \$360 back to SAC.
 - 3 rooms @ \$59 = \$177
 - 32 rooms @ \$89 = \$ 3204
 - 4 rooms @ \$78 = \$314
- *Comfort Suites & Inn* – 10 Total Rooms, \$987.62 Total Revenue
 - 6 rooms = \$603.42
 - 4 rooms = \$384.20
- *Best Western* – 22 Total Rooms, \$1759.78 Total Revenue
 - 22 rooms @ \$79.99 = \$1759.78
- *Holiday Inn* – 45 Total Rooms, \$4079.27
 - 11 rooms @ \$ 89.99 = \$989.89
 - 12 rooms @ \$84.99 = \$1019.60
 - 20 rooms @ \$94.99 = \$1899.80
 - 2 rooms @84.99 = \$169.98

If you have any questions, please feel free to call/email me.

Enjoy your day!

Vanesa Baggett, CTA
McKinney Convention & Visitors Bureau

