

HOLIDAY LIGHT DISPLAY CITY OF MCKINNEY

Parks and Recreation - Apex Centre



CREATING A CHRISTMAS EXPERIENCE

Extending the holiday celebrations, and expanding holiday traditions in the City of McKinney by adding more experiences for the citizens and surrounding communities to enjoy during the holiday season.

Promoting tourism and business development for our community.

Delivering a North Metroplex event so our community can enjoy additional holiday magic here at “home” verses driving to other cities.



EXAMPLES OF SIMILAR EVENTS

Vitruvian Lights in Addison





EXAMPLES OF SIMILAR EVENTS

Tour of Lights in Farmers Branch





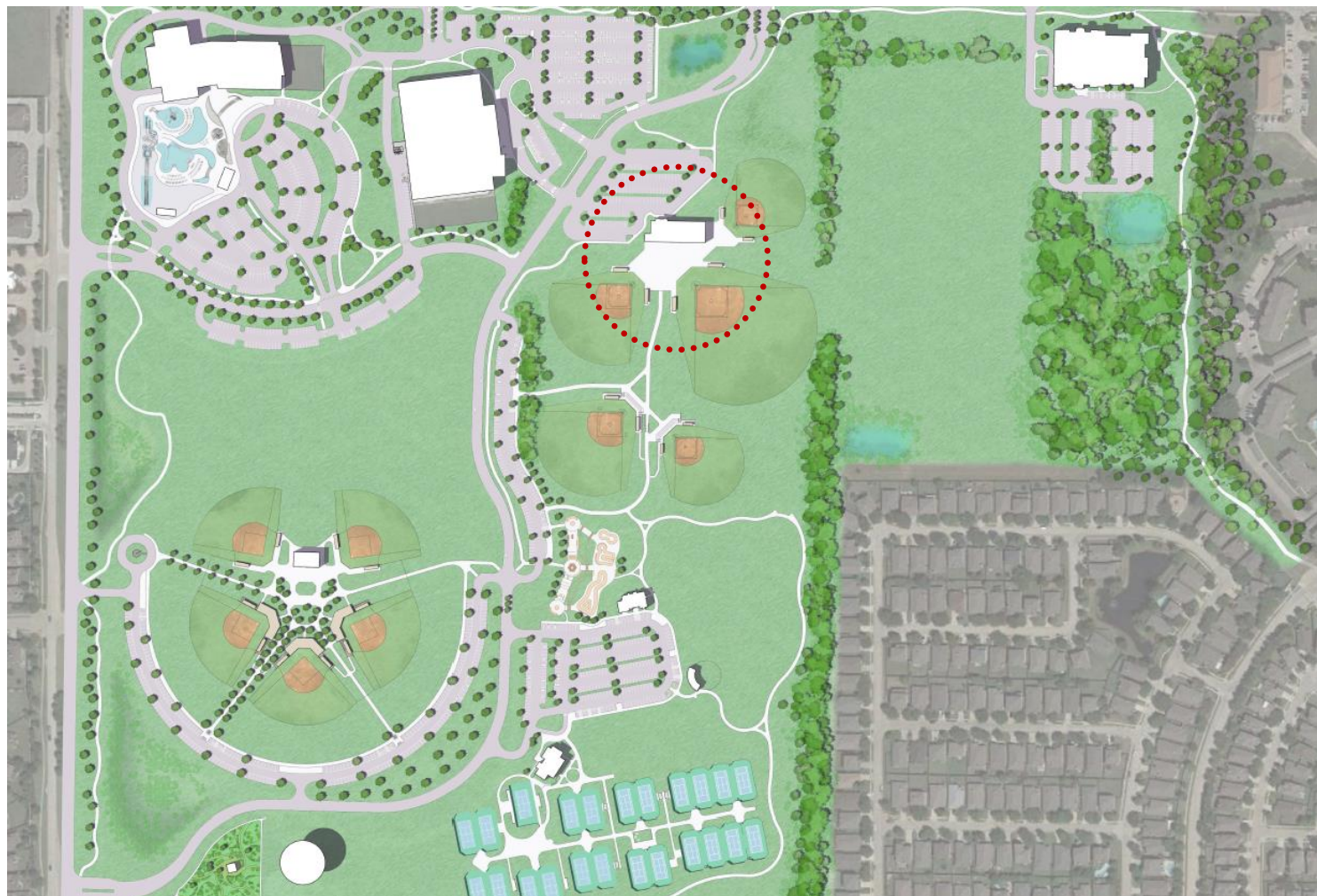
EXAMPLES OF SIMILAR EVENTS

Prairie Lights in Grand Prairie





PROPOSED LOCATION





PROPOSED LOCATION





APEX CENTRE SCHOLARSHIP DEVELOPMENT

- * In 2017 The City of McKinney opened the Apex Centre
- * Facility mandated to be 100% Cost Recovery for Operations
- * During membership pricing discussions, both Parks & Recreation Advisory Board and City Council asked about funding for those in financial need
- * Development of a scholarship fund was discussed to serve this need



EXPENSES & STAFFING

Expenses

Light Display/mgmt.	\$200,000
Staff/Volunteers	\$8,000
Marketing	\$20,000
Misc	\$5,000



- Volunteers
- Apex Centre employees
- Partnerships

Total: \$233,000



CREATING REVENUE

Sponsorships and Grants

Reaching out to businesses in and around McKinney

Admission

Gate entry rates between \$8 - \$10 per person
with group rate (15 or more) discount

Concessions

Vendor Booths/Food Trucks

Stocking Stuffer Lane (shops)
Decoration Creation (kids activities)
Reindeer Crossing (food trucks)

Santa Pictures

Santa's Christmas Cuties



MCDC GRANT APPLICATION

A grant application was submitted to the McKinney Community Development Corporation to request funds to assist with marketing the event.

A grant of \$5,500 was awarded





ADVERTISING FOR HOLIDAY LIGHT EVENT

- * Radio Advertising Pandora
- * Flyers - Distribute to City facilities, businesses and at Special Events
- * Movie Theaters
- * Newspaper Ads
- * Street Signage
- * Banners
- * Car Magnets
- * Promotional Items
- * Additional items -social media, email blasts, city eNews, program guides, park kiosks



VENDOR SELECTION

During April 2018, an RFP was executed to find a light provider for the event.

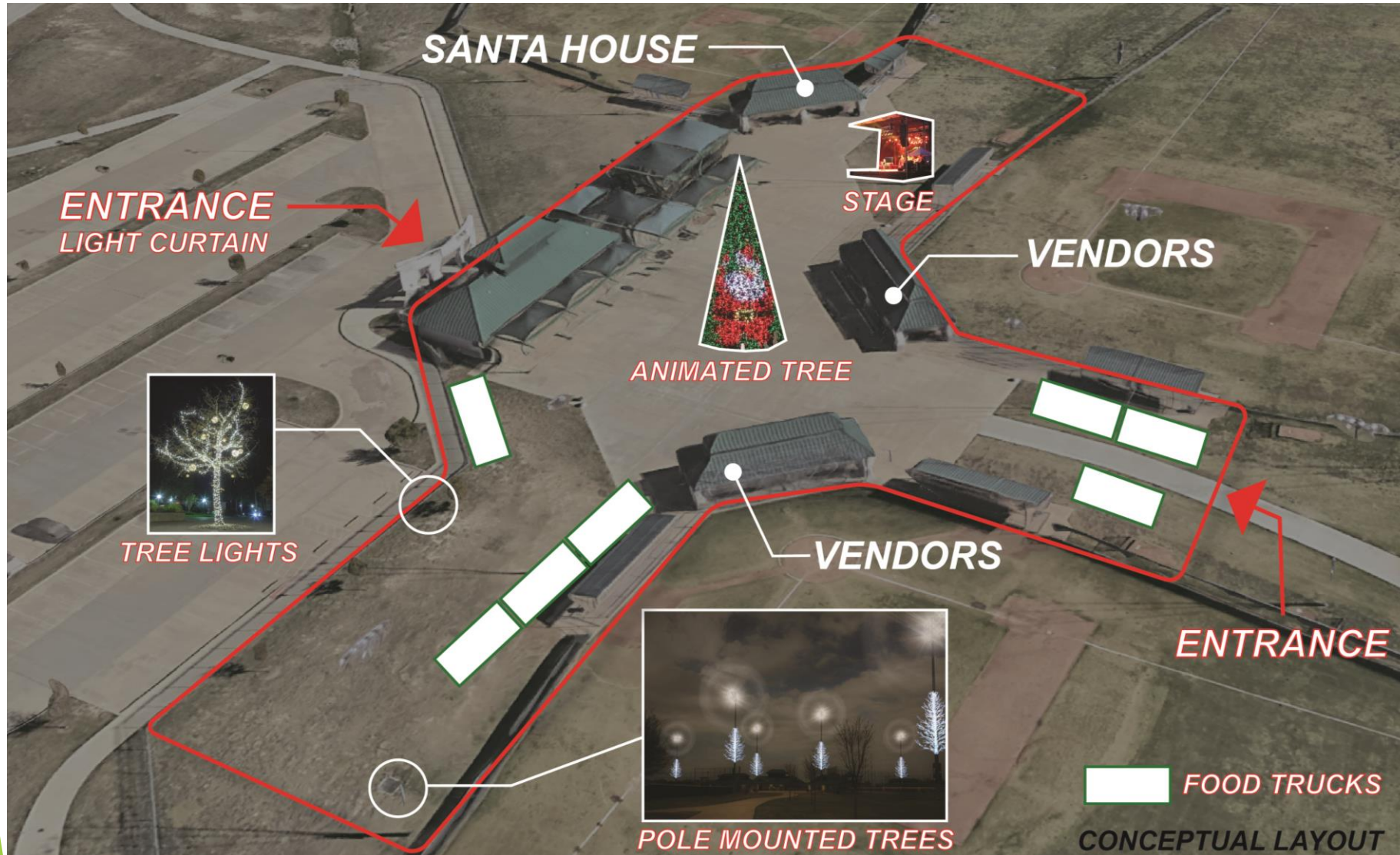
Four (4) vendors submitted responses.

A committee of four (4) city employees reviewed and rated the applicants.

The review team is recommending Premier Christmas to supply lights for the event.



CONCEPTUAL LAYOUT





CHRISTMAS TREE DISPLAY



40' Fully Animated Feature Tree

- Basic Animation and Music Programing Included
- Custom Program Content Available
- Additional Heights Available 30' - 100'

This is an enhanced version of a feature tree that allows for the creation of an experience that can be customized. The night would start with a tree lighting ceremony and animated show every 30 minutes throughout the night

<https://www.dropbox.com/s/k78qw45i49tjcw/S4i%2036ft%20Pixel%20Pine%20Dubai%202017.mp4?dl=0>

Business Logos On The Tree

<https://www.dropbox.com/s/5yfamygijzjbpg5/S4%20Lights%20Pixel%20Pine%20Scrolling%20Text%20and%20Logo%20Simulation.mp4?dl=0>



HOLIDAY LIGHT DISPLAY DETAILS

Proposed Dates - December 1 - 24, 2018

Location - Gabe Nesbitt Park

Time - 6:00 p.m. - 10:00 p.m. weekdays
6:00 p.m. - 12:00 a.m. weekends

Home for the Holidays - November 24 - 26, 2018

Believe 5K/10K - November 24, 2018

Rotary Club - Christmas Parade of Lights - December 8, 2018



PARTNERING WITH THE CITY

McKinney Parks and Recreation

McKinney Main Street

PSA

McKinney Community Development Corporation

McKinney Police and Emergency Management

