

EVENTS IN HISTORIC DOWNTOWN MCKINNEY FEEDBACK INFORMATION GATHERING

At a City of McKinney Council Work Session on January 4, 2016, Council asked for input regarding downtown events from downtown merchants in preparation for a comprehensive conversation scheduled for January 25, 2016.

In order to gather information for Council, McKinney Main Street distributed an online digital survey (open from Jan 8 to Jan 15) and provided an opportunity for merchant feedback at the regularly scheduled Business Monthly Meeting. The Business Monthly Meeting was structured as an open workshop to help establish a neutral environment to receive comments.

Approximately 40 downtown merchants attended workshop. Some guests did not sign-in.

SIGN-IN SHEET:

Larry McLoda - Community Impact Newspaper
Mary Williams - MCOC
Randy Abshier – Loco Cowpoke
Diana Daugherty – 540 Mercantile
Liz Boyer – My Favorite Room
DJ Foster – Bay Will Design
Jaymie Pedigo – Chestnut Square
Karen Chanlder - Kitchenwares
Ivan Ashton -Kitchenwares
Ric Anderson – Board Member
Andrew Jones – Fair and Square Imports
Cleo Meredith – The Pantry
Hamilton Doak – Orisons Art
Laura King – NT Yoga
Nell Stortz – A Number of Things
Sherry Wichman - A Number of Things
Bob Landon – Landon Winery
Cynthia Vanlandingham - Cynthia Elliot Boutique

Aaron Rollins – Mom & Popcorn
Courtney Ward – Cadence Cyclery
Rebecca Drekman – Main Street Board
Veanna Monroe – Munzee Marketplace
Sandi Dinehart – Edward Jones
Patty – Crystal Cloche
Tom Meredith – The Pantry
Kaci Lyford – Patina Green
Christie Connell – Azure Photography
Crystal Jansa - Gather
Jennifer Klassen – Gather
Dylan Derryberry - Munzee
Andy Doyle – McKinney Wine Merchant
Kathy While – Sweet Spot
Kate Jones – Fair and Square Imports
Craig Farrar – The Canine Cookie Co.
Brandon Horrocks – Square Burger

KREWE OF BARKUS

IN SUPPORT	NEEDS IMPROVEMENT
<ul style="list-style-type: none"> • Keep this event great community event. • Fun family event keep as years past. • Please Keep- Short duration on a Sunday pros outweigh cons. • Keep this great event! Not much happening that time of year. Much needed activity. • Please keep this event. Great for our community, our families, our dogs and our wonderful downtown – enhances the spirit of this great community. • Fun event. Short duration. No reason to cancel. • Keep as is. • Keep it. Good. • Keep this event – Great for our #1 Community – Fun • Fun family event without too much impact on the square. • Agree • Keep as is • Keep it as is. 14 years of CONSISTANT family fun. Learn from it, and apply some of their ideas to the other festivals. • Keep it as is!! Fun filled family event. Keep private vendors, close streets. Great city exposure! • Keep it as is! • Keep it as is! • Only Business' that are open on Sunday should have input on street closing for this event. Let it go on! Close the streets. 	<ul style="list-style-type: none"> • Too limited audience to close streets. Have at Finch Park or Chestnut Square or Dog Park.

ARTS IN BLOOM

COMMON THEMES: EXPANSION, ALCOHOL, QUALITY ARTISTS

- Need to expand street closure and/or artists to side streets.
- Make like local and state artists – Event can be just as big as other events. Name is great maybe bring in gardeners.
- Expand beyond the square w/ multiple locations beer/wine
- Expand
- 2016 – Make bigger! Close side streets! Include H.S. artists. Talk to high school art teachers to include students and their work.
- Great event, but maybe expand into a larger area. Work with a variety of artists and mediums. Maybe include more interactive workshops people can take part in.
- Go big or go home. If we can't close the streets and expand... perhaps omit.
- Expand beyond proper square and close streets!
- LOVED the addition of music last year. This was a very “classy” event last year. That should be a goal for all events.
- Like the wine-tasting proposal. Event is great for our business.
- Make a closed street festival. Show off our artist!
- Love the wine festival portion. Brings in people with money.
- Also beer
- Love this event, prefer to minimize street closures. Tom M.
- Expand to entire area as in 2014.
- Love this event. Keep and expand to side streets.
- Expand beyond square.
- Love this event, expand beyond square professionalize it – Jury it, this will create/cultivate quality artists and ART Buyers – These art buyers also spend more \$\$ in shops.
- Love this event. Schedule more than once a year! Make it regular.
- Have side streets OPEN – Have more artist in or in front of stores. Have Juried Show / Have quality artist grouped, high school grouped, children art activities grouped.
- Close streets – Bring in schools – make like event at Fair Park.
- Love this event, showcases artist McKinney – Add music, booths, and close streets for safety.
- This festival has so much potential! Currently if I am looking at this type of event I am making the trek to Deep Ellum and spending my \$\$\$'s there. I would like to be able to support this event locally if it were more robust.
- Grow this event, by joining the art show has made this event even better. Stop letting flea market art on the square. THINK COTTONWOOD.
- Keep this event- love seeing the artist on the square. Brings people to the square to experience local artist and to see what they have to offer. Great opportunity to see wonderful works of art.
- Grow the event! This is important. Art has played a major part in the success of the Downtown. Make sure we have “Bloom” all planters! As businesses we should have more “bloom” too!

BIKE THE BRICKS

IN SUPPORT	NEEDS IMPROVEMENT
<ol style="list-style-type: none"> 1. Big green egg event – or cancel – make this worthwhile – Brings no sales – Green Egg will bring more people. Beer tents a must. 2. This is a perfect example of a “niche” event. It only really benefits a few right now. But that’s ok too. Tolerance people. A variety of events will pull in the broad spectrum of visitors & customers. 3. ^Agree 4. ^Totally Agree 5. Get rid of this event. Unless Big Green Egg Fest can happen. 6. ^Why not have both together? More business involved the better. 7. ^Good idea 8. Why not switch to midnight ride and minimize logistical obstacles? 9. Have an extra ride for public to participate! 10. If event on, be sure to communicate effectively. 11. Figure out ways to get people to move around. This event has people camping out in spots to watch – Need to give them reasons to explore all of Downtown while here. 12. Keep it as is. Brings target market people. Exposes McKinney to people outside of town. 13. This could be a great event but it takes more people behind it. More events through weekend! Community rides! Bike tune up classes! Events for families on Sat as well! 14. We need to involve community. Can we do a small kids race? Let’s give McKinney a reason to get involved. Reach out to PlayTri for kid contestants. 	<ol style="list-style-type: none"> 1. Negatively affects sales. 2. Shuts off a lot of downtown & doesn’t really bring money spenders to the shops. 3. Lots of people downtown but not a lot of flow. Personally I love to attend the event but not sure it works for local business that don’t have food or drink outside. 4. No Need – Shut Down! 5. Does not increase business, hurts business due to street closure, hate it!!! 6. Agree no increase in business, no increase in customers – Do not move route into Historic Neighborhood! 7. At a minimum reroute race. Street closures excessive. Bad for business overall. Tom M. 8. Cancel event. Too hard to get around. Too big area & street closure. No Parking. 9. Reroute or 10. Worse event in Downtown, let them close homeowner’s streets if it stays active. 11. Get rid of this event – it is a huge disruption to businesses that are not retail, [but I’m sure it’s an annoyance to retail as well] it does not add any value to the square or the community. Attendance last year [2015] was not worth continuing. 12. Get rid of this event – should not be in the downtown area. If kept around then it needs to be moved to another location in the city.

RED, WHITE & BOOM! HOMETOWN PARADE

COMMON THEMES: EXPANSION, HIGH SCHOOL MARCHING BANDS, KEEP PEOPLE DOWNTOWN AFTER PARADE

- Keep this – let East Louisiana Street close for Carnival.
- Have float contest – Like Light Parade – would get more community involvement.
- This is a great day to be in McKinney. All stores should stay open! Nothing like AM. Spirit in a small town...
- ^Agree
- Include nighttime parade float contest, maybe lead into fireworks show or something to keep people downtown after the parade.
- 'Merica!! Need bands. We are from New England and Bristol RI has the oldest and most wonderful 4th of July Parade. Would love to see more floats... did I mention bands? Great family event love the car show but need more directional signs to cross promote parade – E. Louisiana – Car Show.
- Expand East & West!!! They feel left out!!
- Love this event – Continue w/ E. Louisiana St. Festival – Keeps people downtown.
- EXPAND this event. This is one event that ISN'T weather dependent. Bring tents and water games (cheaper than snow hills & ice rinks) This is the ONLY one that warrants carnival rides and food.
- Expand e. Louisiana to entire downtown area.
- Keep this – Especially East Louisiana.
- Good Community event. Layout is okay/good.
- Great event, keep as is and or expand!
- Do not change this event – Expand, more activities, don't need to block all streets.
- Important to the community.
- Keep! Add more High School Marching Bands!
- To E. Virginia too!
- Keep event, would be nice to have bands.
- Keep event! Marching bands from high schools hard to come play in the summer – might need to call out garage bands or other independents perhaps a talent show at event?
- Expand – have more activities to keep people on the square after the parade.
- Must have event, no change!
- More square events! Grow Parade! Parades are dying out in the U.S. but it is so great for community.

SCARE ON SQUARE

ANTI-CANDY LINE

- I hate the old version of this event. Taking the focus off the giant candy line last year was a great idea. Shouldn't it always be on Halloween?
- Keep event but let's improve the lines.
- Keep this event but lines do need to be more organized.
- Make this event a real festival not just a candy handout.
- Keep event but not just for candy – perhaps find a candy wholesaler/supplier where the stores could purchase candy at good price collectively.

MODIFY EVENT

- Great for families! New version is an improvement! Keep moving in this direction.
- Ideas: Bobbing for apples, pie cooking, best pumpkin pie contest, pie eating contest, pumpkin carving, Halloween contest, ghost story telling, and trick or treating.
- Close streets, have booths in street/not on sidewalk, no "candy line" (Business can stay open or closed), expand event to longer festival in coming years (Pumpkin Festival?), Have a "Backup Day" in case of rain, MPAC "Haunted Mansion"? Good idea!!! , Have Rocky Horror – Whole weekend (Fri/Sat), give clients 10% discount on purchase that day, if they're dressed in costume, have offsite parking – signed w/ shuttles from 1st Baptist/Sheraton, Food Dish contest/store decorate pumpkins contest.
- Great event, modify to be better. Keep streets closed for safety of participants.
- Make a real festival – Pumpkin Festival.
- More family activities.
- ^Agreed (Face painting, carnival, clowns, etc.)
- Keep this event! Great for community great for kids – enhances the spirit of McKinney.
- Great way to give back to the community - don't love how it floats for date – would like better always not on Halloween.
- Make this the family friendly event/festival of the fall. Include more booths & activities. Maybe a pumpkin patch.
- Pumpkin carving contest – make it a huge event with age groups – w/ prizes.
- Need activities and more of an event!! Need to keep the people downtown for more than just free candy!

NO STREET CLOSURES

- Keep event, no need to close streets.
- Keep this event. More activities. No street closure or partial street closure.
- Total waste of time/money. Kill it.
- Waste of time.

MCKINNEY OKTOBERFEST

COMMON THEMES: KEEP IT GERMAN, NON-COMPETE VENDORS, WEATHER CONTINGENCY

- Don't know if possible, but would love to see carnival more to behind Mellow Mushroom at the other side of the square, otherwise keep as is.
- If you enhance the Scare on the Square event to be more of a total family experience, then this event needs to be geared more towards adults. It would also be nice if it were just Saturday & Sunday and eliminate the Friday night or have it start later for people who work.
- Focus more on German Culture, no carnival rides (adults mainly) more craft beers, German craft vendors etc. Make it AUTHENTIC. MORE POLICE. Security was a little lacking last year.
- Keep this event – brings lots of people to the downtown area. A positive for the square.
- Our best event! Keep as is!
- Keep! Emphasize unique ideas & true to culture.
- 2016 lay-out great. Less congested but quite. Unsure about carnival: maybe keep to a day time instead of evening/night. Bring in beer competition (using non-alcoholic beer for chugging) & Polka Contest for all afternoon into night.
- Keep this event. This event exposes 1,000+ people to Downtown McKinney. Good merchants use this as a marketing event also. German Food! Not so much local. More food vendors – German ones. Food lines too long.
- Good. Keep as is.
- Keep event but allow for more business to go to restaurants on square rather than outside vendors.
- Perfect to spread out!!
- Good event to bring people downtown, but the carnival brought lots of family to what is otherwise an alcohol drinking event. If that's what we want to transition to, fine, but we will lose adult interest.
- Money maker – great exposure – each year seems to get bigger. May need to address the growth in a more efficient way.
- Keep it – Money maker – Needs to be more “Family” oriented and not just a drinking event.
- Great event – Good Money – Like it spread out to side streets. Bring carnival back – loved it.
- Add VIP Tents – Will shade visitors from sun or repel rain, charge small fee/ have bar maids serve beer in tent.
- Have more food vendor's booths near main stage.
- Always have rain date scheduled.
- Keep this event HUGE amount of sales.
- Backup plan if weather is bad.
- Last year's layout are great. Parking

- Be mindful of competing booths & vendors. (i.e. Kettle corn selling up the street from Mom & Popcorn)
- Great event, would keep as is and add a rain date.
- Have stages and carnival spread out to get people to expand and look around rather than stay in certain areas.
- Keep event add more vendors.
- Figure out who the Target Market is. Families? Or Beer Drinkers? I don't think the 2 should be joined.
- Keep this event – loved the layout last year. Felt more comfortable, need to do something about long lines.

HOME FOR THE HOLIDAYS

COMMON THEMES: BRING BACK DICKENS, MOVE DATES, WEATHER CONTINGENCY, MONTH OF ACTIVITY

- Keep it! Biggest event. Needs to be more Christmasy and maybe bring back costumes and the old town feel. It's become too commercial. Keep street closures as is! Everyone wants to be included!
- Actually I think this event needs a TOTAL overhaul. I think getting rid of the 3 day event and making the whole month(s) a Christmas experience in downtown is better. Candle light shopping, concerts, movies. Use \$ spent on current event could go further in advertising, decorations and entertainment. This is a WEATHER DEPENDENT event as it is now.
- ^Yes, w/ main focus Fri-Sun after thanksgiving.
- Do both, love this event, keep as is, add more shopping events like candlelight throughout the rest of the month.
- The bigger the better, but have a rain date.
- Better as Dickens, No outside vendors!
- Keep both events, brings people to the square.
- Move the date, isn't it a common theory for people to travel over the holidays? It could be more successful the weekend after thanksgiving or maybe 1st weekend in December.
- Keep it great event, bring a lot of people and sales. Keep streets closed, bring back Victorian Feel. Have a rain date in case of poor weather.
- Keep! Emphasize "Old Fashioned" Home for Holidays. Moving date is an idea, but families want things to do on Thanksgiving Weekend.
- No change in street closures – block as usual in years past. Rain or weather date. "Dickens of a Christmas?"
- Great event keep it going strong. Maybe a rain date?
- Backup plan if bad weather. Rain Date
- No Rain Date
- More activities after the event throughout the Holidays until Christmas day.
- Keep festival as is! More Christmas music
- More upbeat Christmas music, was very slow this year + the rain was not a good mix.
- Better inclement weather plan – bit of a mess this year.
- Put activities on Main Square and sidewalks on side streets. (Parking needs to be available – Side streets) or offer shuttles to the square.
- ^Disagree, keep side streets closed.
- Plan activities after this event, every weekend until Christmas day.
- Keep this event – Liked it when we had more period costumes. I would recommend to changing the date from the Thanksgiving Weekend to the following weekend. Thanksgiving weekend is ALWAYS best shopping weekend of the year so leave streets open with no event for that weekend and then have the festival the first weekend of December. This way the merchants have 2 great business shopping weekends.

- ^Except more online shopping makes this weekend okay. Fewer people go out shopping now so they have more free time to come downtown.
- ^This is not a strong argument not ever generation shops online.
- Add Santa Claus that kids can come visit and have photo opp. Keep event provide more parking.
- Move date
- Love this event – promotes small business shopping. Ok with only 2 days – streets need to be closed.
- Have Plan B for weather issues.
- Cut street closures to 25% of current.

General Event Comments

- Reschedule events if weather is bad!
- Do more to advertise events if possible!
- Keep street closures.
- Close streets to keep family oriented activities.
- Cut out the additional events that go on off the square such as VW rally during Oktoberfest and Wish Run during Home for the Holidays.
- Street closures are good/okay. Need garage. One event per month plus second Saturday.
- Keep events- We need more events. Events=Exposure=Sales & Foot Traffic – More events the better. Keep streets closed.
- Merchants need more team building and networking so everyone can work as a team.
- Have rain dates for large events including light parade.
- Nix- small bike races through SQ on Sat Mornings – Have out @ Craig Ranch.
- Events bring much needed exposure to the downtown businesses. Even if they are inconvenient, keep them going strong.
- ^Agreed! Even if you are closed 5-10,000 people get to see your store!!
- Everything should be based on impact on business. Tom M.
- Activities and events do bring people. However street closure for all events are not necessary. Example: April Art Walk. July 4th Louisiana St. closed only... Smaller event. Partial street closure can do the same thing with less effort. I like smaller events that schedule more often (once a month).
- Include E. Virginia always...
- Keep streets closed! Bring exposure to business, more festivals – more exposure!
- Events need an overall purpose! Each event need multiple photo opportunities throughout DT.
- 2nd Sat must become a big focus unity of all stores is a must.
- Events raise awareness for Downtown. Would like a few more young adult events to bring new populous to Downtown area.
- Help raise awareness about events to areas outside of McKinney. Bring Dallas/FtW people here.
- Love the events. Keep street closures. They help foot traffic.
- Understand the target customer for each event.
- Would love more events!!! Yes more events to bring customers and sales!
- Add no more events! 7 Events is enough.
- Invest in better signage on where to park maybe parking attendants during events directing traffic?
- Events are ESSENTIAL to the downtown vibe maybe ask each street to vote on what their street prefers regarding street closure for each event? That way the streets that want to stay closed can & vise versa. Event plans should focus on how they bring in revenue to the retailers & restaurants first and foremost.
- The events are essential to downtown and retailers, however if this is a true community, all exposure is good not just in one place. It would be nice to see the city drawn on some of its other resources.

- Let the Main Street Board do their job. Keep City Council out of the process that has been established for a long time. That group of merchants/citizens is appointed to oversee the downtown image in its entirety. If an event needs street closure they should make that determination.
- ^ I agree with comment above. Keep City Council out of the Main Street job. The council is not for the few... but were elected to represent all!
- Events and street closures are important in creating an environment for building community. If it is not your business' crowd, dress up your windows! Impress and people will come back.

Comment Cards

- Karen Chandler – Keep Krewe of Barkus, Keep Arts in Bloom make real festival, keep streets closed, more events.
- Anonymous – I love the events held the only problem I've had is to please reschedule when there is bad weather a week before! Does not make sense to hold events knowing it will most likely be a dead zone if cold or rainy!
- Sandi Dinehart – Please keep downtown events! The consistency of having events creates a level of excitement for residents as well as visitors. Keep an attitude and mindfulness of “there is always something going on down there, Lets go check out Downtown, I know they are always doing something” Great job to Main Street and merchants! I love what we've created and love the direction we're going!
- Cate Jones – Festivals are one of the reasons we set up show downtown – they are a big part of putting Downtown McKinney on the map! We have several events in other parts of Dallas where we tell people to come visit McKinney during an event and MANY make the drive out!
- Aaron Rollins – Please keep downtown events! We need more events to keep our town “unique.”