

Arts in Bloom 2017 Potential Expansion



Everything
you can
imagine
is Real

Picasso

What is McKinney Main Street?

- State & Nationally Accredited Main Street City
- National program defines focus:
Design, Promotion,
Organization & Economic Vitality

What is McKinney Main Street?

- City Staff – but private funds
- Serve as a liaison between businesses & City
- Private funds 501c3 to produce events & reinvest in projects in Downtown McKinney (raise \$\$ = spend \$\$)

Focus Area:

- Historic Downtown McKinney
- Cannot use funds or organize programs to support projects located outside of Historic Downtown McKinney

What's the purpose of events?

- Foot Traffic
- Publicity
- Promotion
- Economic Impact
- Did we say “Foot Traffic?”

Downtown Economics:

- 120 Businesses – independently owned, variety of clients & customers
- Fragile ecosystem – biggest competitors retail centers within 30 miles
- Limited # of times to close street

Historic Downtown McKinney:

- One of the best downtowns in Texas & USA
- Vibrant, Imaginative, Relevant

Why?

**MCKINNEY ARTISTS &
CREATIVE COMMUNITY**



McKinney 'Spring Arts Festival':

- History
- MayFest – Downtown Merchant Assoc
- Arts and Jazz – Multi-Day, Closed Streets
- Art Walk – Sidewalk Artists
- Arts in Bloom – Combo Sidewalk & Closed

Arts in Bloom 2016



Arts in Bloom 2016:

- Closed square proper
- Discounted / At-cost opportunities for McKinney Art Groups
- Hired Live Entertainers
- Produced Event Guide with Artist Listing
- Showcased Texas Wine Garden

Arts in Bloom 2016:

- Spent \$15,000 in Advertising
- Direct mail piece to Frisco, Plano, Allen
- Advertising in *The Dallas Morning News* – Friday Guide and GuideLive.com
- Advertising on WRR 101.1 FM

Arts in Bloom 2015:

Revenues: **\$8,790**

Sponsorship, Vendors,
Alcohol

Expenses: **\$11,019**

Marketing, Logistics

Main Street: Loss

City Services: **\$6,300**

Arts in Bloom 2016:

Revenues: **\$47,913**

Sponsorship, Vendors,
Alcohol

Expenses: **\$42,723**

Marketing, Logistics

Main Street: Revenue Generator

City Services: **\$10,376**

Arts in Bloom 2016:

- Profitable!! (Revenue went to July 4 – a non-revenue producing endeavor)
- 65 Artists register for 10x10's
- Texas Wine Component
- Unhappy Side Streets
- Very, very Unhappy Side Streets

How can we include all of Downtown?



Other 'Art Festivals' in NTX:

- Denton Arts and Jazz = 3 days
- Arts in the Square/Frisco = 2 days
- Allen Arts Festival = 3 days
- Deep Ellum Arts Festival = 3 days
- Cottonwood/Richardson = 2 days
- Main St. Fort Worth = 4 days
- Arts in the Square/Southlake = 3 days

Downtown McKinney has the only
ONE DAY ARTS FESTIVAL

Why Multi-Day Festivals?

- Lessen risk of potential weather
- Heavy set-up demands, in terms of time & costs, make multi-day worth it
- Increased opportunities to attract more attendees

Reminder - Why Produce Events?

- Foot Traffic
- Publicity
- Promotion
- Economic Impact
- Did we say “Foot Traffic?”

Downtown Business Surveys for Previous Arts in Bloom (Jan 2016):

- 74% Positive Impact on Business
- 87% Positive Impact on Downtown

If Expand to All of Downtown??:

- Showcase McKinney Artists
- Attract other artists
- McKinney timing PERFECT
- Offer set-up Friday morning
- Open 4pm Friday to 5pm Sunday

Benefits of Multi-Day:

- Increase foot traffic to Downtown McKinney
- Increase sponsor visibility = more sponsor revenue = more advertising & more entertainment / programming
- Participant level increases because more ROI
- Lessen risk of weather damage
- Increase exposure of McKinney Artists

What makes McKinney Different?

- Historic Downtown Setting
- McKinney Artists
- Texas Wine (Has most potential to raise \$\$)
- Spotlight Concerts Friday / Saturday

Businesses Supporting Closure

540 mercantile

A Number of Things

Ambrosia

Antique Mall Company

Art on the Veranda

Barron's

Bay Willow Design

Bayou Jacks Cajun Grill

Butcher Board

Cadence Cyclery

Chase Hall

Cynthia Elliot Boutique

Etienne Market

Facets

Fair and Square Imports

Goodies Texas

Happiness Is . . . Quilting!

Hugs Café

Kiss and Makeup Boutique and Salon

Kitchenwares on the Square

Landon Winery

Landry Kate Boutique

Loco Cowpoke Salsa Shop

Lone Star Wine Cellars

McKinney CVB

McKinney's Sweet Spot

Mefford Wealth Management

Mellow Mushroom

Mom and Popcorn

Munzee

My Favorite Room

Nan Lee Jewelry

North Texas Yoga

Orison's Art and Framing

Palace Barber Shop

Patina Green

Rayfield and Company

Smitten Home & Laundry

SOHO McKinney

Spa Esoteric

Special Things

Square Burger

Sugarbacon Proper Kitchen

Summer James

The Book Gallery

The Canine Cookie Co.

The Groovy Coop

The Menagerie

Wild Brush Studio

McKinney Artists

- Initial concerns from McKinney Artists
- Costs – Placement -- Recognition
- Meetings to help understand perspective
- Critical component of event

Timing for Decision is NOW

- 8 months out
- 2017 Applications for neighboring communities already published
- Artists are making decisions now about what events to participate in

