

Oktoberfest



*** Last Friday, Saturday, Sunday
in September - Streets closed 3
days**



*** McKinney Oktoberfest different
because of Historic Downtown
backdrop**



*** Only revenue-generating event
* 2015 addition of Carnival - in
similar fashion to Munich's
Oktoberfest**



*** 2016 emphasis on 'Authentic
German'**



Oct Fest

- 1 ADD VIP TENTS - WILL SHADE VISITORS FROM SUN OR REPEL RAIN
CHARGE SM FEE / HAVE BAR MAIDS SERVE BEER IN TENT
- 2 HAVE MORE FOOD VENDORS BOOTHS NEAR MAIN STAGE
- 3 ALWAYS HAVE RAIN DATE SCHEDULED

Keep this Event
Huge amount of Sales
Amen!

* Backup plan if weather is bad

* last year's layout are great. talking

4. Be Mindful of competing booths & vendors
(i.e. kettle corn selling up the street from Mom & Popcorn)

5. Great event, would keep as is and add a rain date.

6. 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 this year - felt more comfortable need to do something about long lines

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 to 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 how 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-maker. Like it spread out to side streets. Bring carnival back - loved it.

Don't know if possible, but would love to see
Carnival move to behind Mellow Mushroom
at the other side of the square

otherwise keep as is

If you enhance the "Square 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 to true
to culture

2016 by-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.

ok
fest

