



Community Events & McKinney Main Street Update

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Community Events

Background:

- March 2018 Presentation
- Discussed challenges of fast-growing community balancing requests
- 50 third party special events annually (includes non-profit & commercial)
- Compared best practices from other cities



Background:

Council asked for recommendations to:

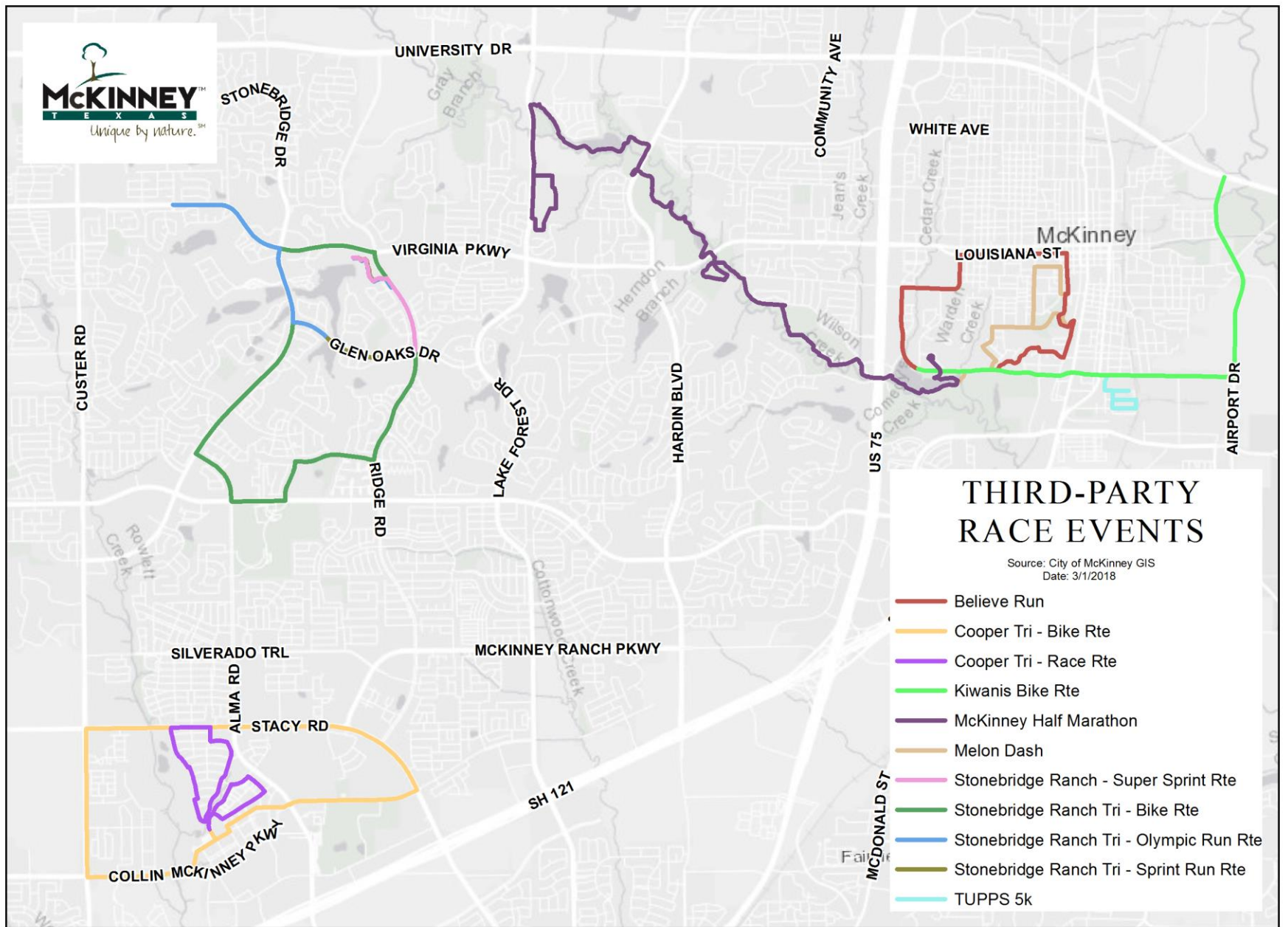
- Address cost recovery
- Explore fixed routes
- Don't differentiate between nonprofit & profit
- Set limits on where activities can happen



Special Event Committee:

- Committee comprised of different City depts – Police, Fire, Risk Management, Engineering, Public Works, Parks & Rec
- Evaluate options
 - Primary objective was **safety**
 - Event **residential/commercial impact** also considered





Recommendations:

- **Increase** permit fee to \$100
- **Designate** Preferred Routes
 - 5K Route & Triathlon Route
- **Establish** Trail Fees
 - \$500 for 5K
 - \$1,000 for 10K
 - \$1,500 for half marathon



Recommendations:

‘Restricted Use’ due to traffic volumes and speed

US 380 (University)

US 75 / US 75 Frontage Roads

FM 2478 (Custer)

SH 5 (McDonald)

Airport Dr

Industrial Blvd

FM 546 (Harry McKillop)

SH 121 / SH 121 Frontage Roads

Spur 399 / Spur 399 Frontage Roads

Eldorado Pkwy between Medical Center Dr & Hardin Blvd



Recommendations:

“Preferred Routes”

- Routes with minimal impact
- City partially recover costs for devices & labor
- City costs are discounted rates based on private vendor quotes & labor rate history



Recommendations:

“Independent Routes”

- Event organizer selected
- Must avoid ‘off-limits’ streets
- Organizer responsible for costs of privately secured traffic control devices & personnel



Recommendations:

Preferred Route - McKinney 5K

- Travels 'Historic McKinney' streets
- City Discounted Device Rental: \$1,200
- City Discounted Labor Reimbursements: \$1,000



Recommendations:

Preferred Route - McKinney Triathlon

- Travels streets in Stonebridge Ranch
- Must be approved by SBR HOA
- SBR Rental Fees
- City Discounted Device Rental: \$1,750
- City Discounted Labor Reimbursements: \$1,500



Recommendations:

Trail Fees

- Must coordinate use with MISD parking lots & pay MISD lot rental
- Fees not measured by # of participants
- Subject to availability
- \$500 for 5K; \$1,000 for 10K; \$1,500 for half marathon



Recommendations:

Implementation

- October 1, 2018 – Permit fee increase
- January 1, 2019
 - Restricted Use Streets Enforced
 - Preferred Routes
 - Independent Routes
 - Cost Recoveries



Considerations:

- 5 triathlons per year – 2 at Craig Ranch, 2 SBR, 1 Historic McKinney
- Legacy community events will have to adapt to new routes
- Modify new events – St Patricks, Monster Mash, Tupps 5K



Next Steps:

Based on Council discussion,
Modify Chapter 87
Bring back for approval



McKinney Main Street

Background:

- Main Street National Program
- Public Private Partnership
- Private 501(c)3



Downtown Events:

- Marketing/Promotion
- Impact Different Businesses Differently
- Goal is to Increase Foot traffic



Survey/Feedback:

- Survey after every event
- 2012-2018 increasing criticism of Bike the Bricks



2018 BTB

Merchant Comments:

“We closed our showroom the day of Bike the Bricks because people are not downtown to shop. It would cost me more in salaries than what we would make total daily sales, so I personally think Bike the Bricks is a waste of time and money.”



2018 BTB

Merchant Comments:

“Move it to somewhere else in McKinney!!!!!!!!!!”

“CANCEL THE EVENT - IT HURTS OUR SALES”

“End it. We closed for the whole day.”



2018 BTB

Merchant Comments:

“I closed two hours early because business was so horribly bad and past BTB experiences suggested it would not improve”



2018 BTB

Merchant Comments:

“I will likely close earlier, or for the whole day, next year and may suggest other businesses do likewise. A business which neighbors mine did \$13.60 that day - \$13.60!”



2018 BTB

Merchant Comments:

“Effectively losing a day of business, especially on a Friday, is a constant concern for those invested in product/service sales. The event needs an honest, non-emotional, discussion about the benefits and costs to those directly impacted and the City of McKinney as a whole.”



2018 BTB Merchant Survey:

- 63% decreased customers
- 59% decreased sales



BTB Considerations:

- 500 cyclists from across USA
- High-profile event
- Investment from McKinney Businesses – RBM, Cadence



BTB Financial Impact:

- 2016 – BTB loss to 501(c)3 - \$12,868
(canceled due to weather)
- 2017 – BTB loss to 501(c)3 - \$16,981
- 2018 – BTB loss to 501(c)3 - \$18,132
- 2018 City OT General Fund - \$33,058



BTB Council Direction:

- Do Nothing
- Cancel
- Move Off the Square within “Downtown”
- Move to Another Area in McKinney



Downtown Opportunity:

- Expanding ways to enhance Downtown
- Opportunity to light 1950's water tower on Hwy 5
- Permanent LED lighting (as opposed to seasonal)





LED Lighting Water Tower:

- Helps identify Downtown
- Supports nightlife activity
- Visible from 75/121
- Seasonal color opportunities
- Council input?



