# Trial Valet Program Update

### **REQUEST FOR FEEDBACK**

**Amy Rosenthal** 

**Director, MPAC & Main Street** 

**September 3, 2019** 

## Background

- No decisions seeking Council input
- Both garages completed, lots paved
- 3,000 parking spaces in downtown
- Parking inventory sufficient
- Areas of downtown closer to lots than others
- Request for city partnership



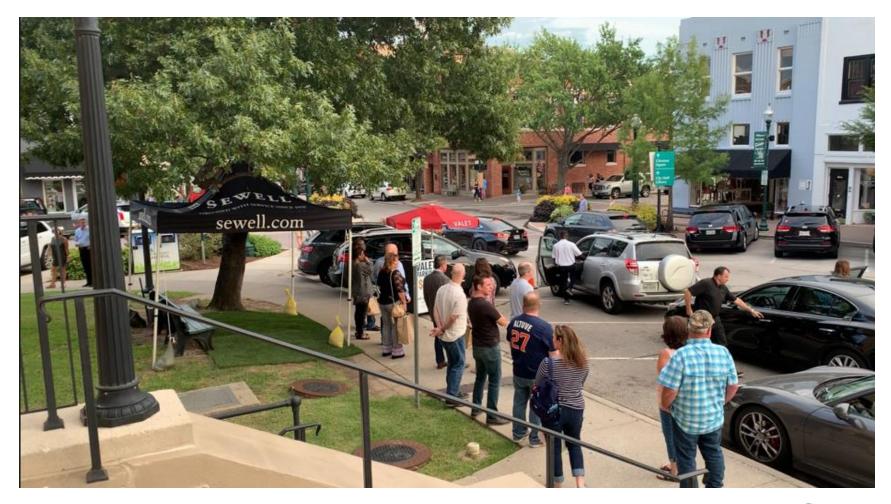
### **Summer Valet Program Overview**

- 3,800 customers from June 7-Aug 31
- Fri & Sat 11am to 11:30pm
- \$5 Cost subsidized by sponsor
- Station by MPAC
- Cars relocated to Lot H, lunches Friday
- After 5pm, City Hall Lot & IT Lot



















### **Patron Feedback**

- 100 responses
- 90% excellent, 10% good
- 32% top fee \$5 and 27% top fee \$10
- 63% saw while driving
- 17% from downtown biz
- 80% visit occasionally or frequently



### Patron Feedback How much did you spend?

- **32% \$50+**
- **29% \$100+**
- **20% \$150+**



### **Merchant Feedback**

- 52 responses
- 75% yes, 21% not sure, 4% no
- 44% like current times
- 32% want expanded times
- 17% no opinion
- 6% reduce times



### **Merchant Feedback**

- Most prevalent comments:
- Location
- Cones
- Off-times lull





🍓 Amy



#### June 7 at 12:47 PM · 🔇

Valet parking service is up and rolling in downtown McKinney! Fridays and Saturdays 11am - 11:30pm. Audi car drivers park for free, otherwise \$5 per car. Valet service is on the south end of courthouse on Louisiana st.



200 Comments 7 Shares



...Looks like a Sewell sponsored thing and Audis park free 🙄 Edit: I'm not anti-valet, but this whole valet situation misses the mark. It's not about convenience for you— it's about a big business commerc...





354 Comments 1 Share



## How do we move forward?

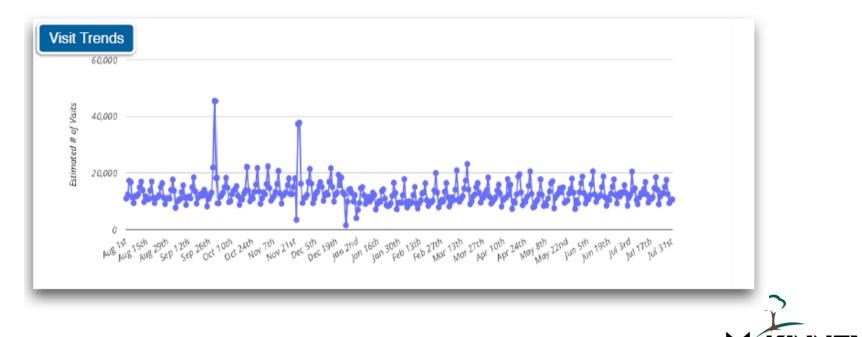
- Council input
- Variables
  - Sponsorship extension
  - Customer cost of service price point
- Fall will see increased customers



### OPPORTUNITY IN MCKINNEY

### HISTORICAL DISTRICT CELL PHONE ANALYSIS RESULTS (PAST 12 MONTHS)

Metrics				
	Est. # of Customers	Est. # of Visits	Panel Devices	Panel Visits
McKinney, Texas - Cultural District (Inc / N Tenness	789.9K	4.7M	51.3K	191.3K

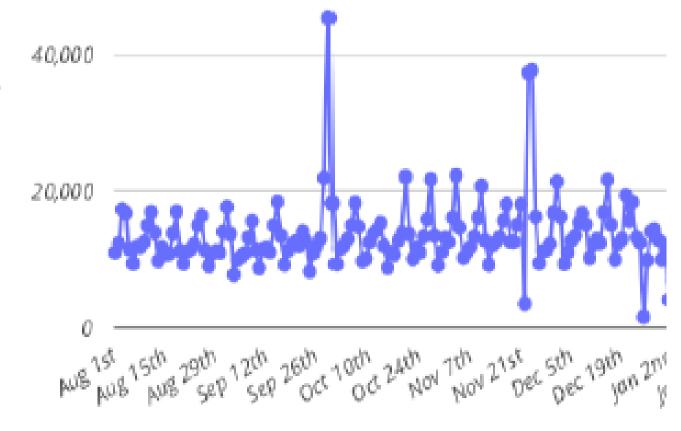


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Unique by nature.

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## **Option 1 – Extend Trial thru Fall**

### Pros

- Provides consistency for customers
- Central location high visibility
- Spaces accommodate 2 lanes
- <u>Cons</u>
  - Central location cones, lull
  - \$5 price point challenges for valet company & partner groups







## **Option 2 – Cut Hrs & Move Location**

### Pros

Move to Kentucky parallel spaces

- No Friday lunch & afternoon lull
- Cons
  - Customer education
  - Cutting lunch reduces expenses & revenues balance??
  - Busy times & access to public lots
  - Traffic impact





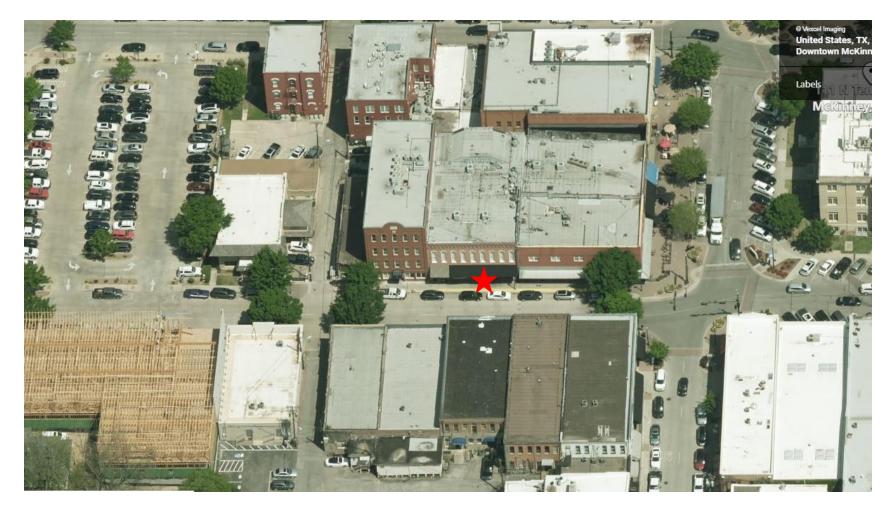


## **Option 3 – Discontinue City Participation**

### Pros

- No public lots only private lots
- Returns to private oversight
- Infrastructure improvements could structure valet station
- Cons
  - Customer expectations
  - Merchant expectations







# Discussion

- Continue with public involvement?
- What concerns?
- As approach infrastructure improvements on Louisiana 2020/2021, role of valet?

