

# **Trial Valet Program Update**

**REQUEST FOR FEEDBACK**

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**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

June 7 at 12:47 PM · 🌐



June 29 at 1:27 PM · 🌐



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       |

### Visit Trends



Estimated # of Visits



# Option 1 – Extend Trial thru Fall

- Pros

- Provides consistency for customers
- Central location – high visibility
- Spaces accommodate 2 lanes

- Cons

- 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





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Labels  
McKinney

# Discussion

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