



CITY OF MCKINNEY, TEXAS

Legislation Details (With Text)

File #:	16-819	Name:	Street Closure for 2017 Arts in Bloom
Type:	Agenda Item	Status:	Agenda Ready
		In control:	City Council Work Session
On agenda:	8/15/2016	Final action:	
Title:	Discuss Closing of Downtown Streets for the 2017 Arts in Bloom		
Indexes:			
Attachments:	1. Presentation		

Date	Ver.	Action By	Action	Result
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Discuss Closing of Downtown Streets for the 2017 Arts in Bloom

COUNCIL GOAL: Enhance the Quality of Life in McKinney
Direction for Strategic & Economic Growth

MEETING DATE: August 15, 2016

DEPARTMENT: MPAC/Main Street

CONTACT: Amy Rosenthal, MPAC/Main Street Program Director

RECOMMENDED CITY COUNCIL ACTION: Discuss 2017 Arts in Bloom

ITEM SUMMARY:

- Staff is recommending that Arts in Bloom be extended from a one-day event to a three-day event (Friday through Sunday).
- Staff is also recommending closing additional streets during the event to allow for a larger event. The street closures proposed would be similar to Home for the Holidays or Oktoberfest.
- Anticipated benefits would include:
 - Increased foot traffic to Historic Downtown McKinney
 - Increased sponsor visibility
 - Additional sponsor revenue, which would be used to provide more advertising & more entertainment / programming
 - Less risk of the entire event being rained out
 - Increased exposure of McKinney Artists

BACKGROUND INFORMATION:

Several changes were implemented in 2016, including:

- The streets immediately around the courthouse square were closed for the event.

- Discounted/At-cost opportunities were provided for McKinney Art Groups.
- Live Entertainers were hired for the festival.
- An Event Guide with an artist listing was produced and distributed.
- Showcased Texas Wine Garden.
- The event was profitable!! (Revenue went to July 4 - a non-revenue producing endeavor).
- 65 Artists participated.

FINANCIAL SUMMARY: N/A

BOARD OR COMMISSION RECOMMENDATION: N/A