

- From the four firms that submitted, the evaluation team's top ranking firm was Premier Christmas.

BACKGROUND INFORMATION:

- The City of McKinney Apex Centre is charged with the task to be operationally self-supporting. The pricing structure of membership and programming is what drives the facility to be able to attain this goal.
- When pricing structures were provided to Council in 2016, the staff shared that a scholarship fund would be established to assist those who could not otherwise participate in programming at the facility.
- The Apex Centre team has established an event proposal of Christmas Light Display at Gabe Nesbitt Community Park to raise funds to support the scholarship program.
- The intent of this event is to grow each year that it is held, and to create a sense of community during the holiday season.
- The event will be held December 1 - December 24, 2018. The schedule allows this to be an extension to the existing holiday festivities that are downtown the week prior to this event.

FINANCIAL SUMMARY:

- The Christmas Lighting event vendor cost is \$200,000. The funding is being requested as a line item in the upcoming budget which Council will consider in September. Should the Council wish to proceed with the event, it will commit the City to budgeting the \$200,000 in the FY2018-2019 budget.
- While this will be the first year of the program and revenues are difficult to predict, the Apex Centre staff anticipates being able to cover 75-100% of the event expenses with sponsorships, vendor booths and gate entry fees.

BOARD OR COMMISSION RECOMMENDATION:

- N/A.