



19-0566

TITLE: Discuss and Provide Background Information Regarding Alcohol Sales and Consumption in Downtown McKinney Public Parking Lots

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: July 16, 2019

DEPARTMENT: MPAC / Main Street & Community Events

CONTACT: Amy Rosenthal, Director
McKinney Main Street and McKinney Performing Arts Center

RECOMMENDED CITY COUNCIL ACTION:

- No action required - discussion only

ITEM SUMMARY:

- A special event permit application has been filed requesting use of Mitchell Park and Parking Lot 2 for the McKinney Wine & Music Festival on Saturday, October 19, 2019.
- The proposed event would include alcohol sales in the park and in Parking Lot 2. City ordinances allow sales and consumption of alcohol in Mitchell Park with a special event permit.
- To date, special event requests by private event organizers to use downtown public parking lots have been rejected.
- This is the 3rd year of the McKinney Wine & Music Festival. The festival is relocating from Adriatica to the downtown area for the increased possibilities involving layout. Relocating the event also brings increased visitors to the downtown area.
- City of McKinney staff will work on establishing considerations for future requests of downtown public parking lots.

BACKGROUND INFORMATION:

- The City of McKinney, in conjunction with McKinney Main Street, hosts five events in Historic Downtown McKinney. The events include Krewe of Barkus, Arts in Bloom, July 4th Parade, McKinney Oktoberfest, and Home for the Holidays...A McKinney Christmas.
- Additional downtown activities that incorporate public rights of way or parking lots include: Farmers Market, Rotary Christmas Parade of Lights and Empty Bowls.

FINANCIAL SUMMARY:

- n/a

SUPPORTING MATERIALS:

[Presentation](#)