



16-819

TITLE: 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

SUPPORTING MATERIALS:

[Presentation](#)