



18-476

TITLE: Consider/Discuss the Creation of a Christmas Lighting Event at Gabe Nesbitt Community Park

COUNCIL GOAL: Enhance the Quality of Life in McKinney - Create affordable recreational and cultural arts activities for all ages throughout the city; Continue to market and highlight McKinney as a unique destination for residents and visitors alike

MEETING DATE: June 4, 2018

DEPARTMENT: Parks and Recreation Department

CONTACT: Michael Kowski AICP CUD, Director of Parks and Recreation
Teresa Thomason, Apex Centre Manager

RECOMMENDED CITY COUNCIL ACTION:

- Provide direction to staff.

ITEM SUMMARY:

- Staff is proposing a Christmas lighting event at Gabe Nesbitt Community Park to complement and expand upon the City's current holiday events.
- Proceeds from the event will be used to develop a scholarship program at the Apex Centre.
- The event is proposed to be held December 1 - December 24, 2018.
- Staff has solicited proposals from vendors to provide lighting and display services.
- Due to the lead time to design and build the elements (animated Christmas tree, light tunnel, etc.), a decision must be made now regarding how to proceed and how to fund the event.
- Staff will present a summary of the event and options for funding for Council's

consideration and potential action as soon as the June 5th Regular Council meeting.

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.

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.

SUPPORTING MATERIALS:

[Presentation](#)