



18-777

TITLE: Discuss and Provide Background about Downtown and Third Party Special Events Held Across the City of McKinney

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: September 17, 2018

DEPARTMENT: MPAC / Main Street & Community Events

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

RECOMMENDED CITY COUNCIL ACTION:

No action required - discussion only

ITEM SUMMARY:

The City of McKinney hosts over 60+ special events annually. These events are comprised of City-produced events, events organized in support of non-profit organizations and events that are produced by commercial ventures.

The Special Event Committee offers recommendations to consider designated routes, partial cost recovery options and restricted use streets.

McKinney Main Street has received strong feedback from downtown merchants regarding Bike the Bricks. <https://mckinneypac.wufoo.com/reports/2018-bike-the-bricks-downtown-survey/>

McKinney Main Street has survey results and comments for Council consideration. McKinney Main Street seeks input on direction of Bike the Bricks.

McKinney Main Street seeks input regarding water tower located at Davis Street and Highway 5.

BACKGROUND INFORMATION:

Special Event Applications are evaluated on a monthly basis by a Special Events

Committee comprised of representatives from different departments impacted by activities, including - McKinney Police, McKinney Fire, McKinney Fire Marshal, Public Works, Engineering and Code. This is a follow-up to the presentation from March 5, 2018.

FINANCIAL SUMMARY:

Currently, policies require special event applicant to reimburse for McKinney Police and McKinney Fire/EMS services. Committee recommendations include partial cost recovery options for Public Works services, Parks and Recreation Trail fees, and increase of Special Event Permit Fee.

SUPPORTING MATERIALS:

[McKinney Main Street Community Events Update Sept 17](#)