



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 3<sup>rd</sup> 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 4<sup>th</sup> 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](#)