



19-0730

TITLE: Downtown McKinney Trial Valet Program Update and Request for Council Feedback

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: September 3, 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:

- The City of McKinney and McKinney Main Street launched a trial valet program in Historic Downtown McKinney beginning June 7, 2019 to August 31, 2019. The service was offered from 11:00 a.m. to 11:30 p.m. on Fridays and Saturdays during this period.
- Approximately 3,800 customers used this service during the trial period.
- Surveys were issued to the customers, and 90% rated the service as excellent, 10% as good. 80% of customers indicated they visit Historic Downtown McKinney occasionally or frequently. 80% of customers responded they spent over \$50 during their downtown visit (49% spending over \$100.)
- Surveys were also issued to downtown merchants. 75% of merchants responded they would like to see the service continue, 21% were not sure, and 4% responded they would like the service to stop.
- Staff will share several considerations with Council and seeks feedback

on options moving forward.

BACKGROUND INFORMATION:

- Valet services have been offered by private businesses in Downtown McKinney for the past 12 years. The summer program expanded service to any visitor within the district. With the addition of lots and parking structures, there is underutilized inventory to accommodate valet parking.

FINANCIAL SUMMARY:

- No financial impact

SUPPORTING MATERIALS:

[Presentation](#)