



# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

**File #:** 16-819 **Name:** Street Closure for 2017 Arts in Bloom  
**Type:** Agenda Item **Status:** Agenda Ready  
**In control:** City Council Work Session  
**On agenda:** 8/15/2016 **Final action:**  
**Title:** Discuss Closing of Downtown Streets for the 2017 Arts in Bloom  
**Indexes:**  
**Attachments:** 1. Presentation

Date	Ver.	Action By	Action	Result
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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