



# CITY OF MCKINNEY, TEXAS

## Legislation Text

---

**File #:** 16-819, **Version:** 1

---

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