



3rd Party

Special Events

Currently...

Not including city sponsored events, we annually permit about 50 third-party runs, races, and special events. Those include both non-profit and commercial events.

City sponsored events include:

- Krewe of Barkus Parade
- Arts In Bloom
- Election Night on the Square
- Bike The Bricks
- July 4th Parade & Fireworks Show
- Hispanic Heritage Festival
- Oktoberfest
- Scare on the Square
- Home For The Holidays
- WFAA Toy Drop-Off

Non-profit events (26)include:

- Meat Fight
- Empty Bowls
- Believe Run
- Cinco de Mayo
- Wish 100
- Farmers Market
- Kiwanis Triathlon
- Rotary Christmas Parade
- Smiles Charity Concert
- Collin County Giving Day

Commercial events (13)include:

- McKinney Half Marathon
- Spooky Cross
- Cupid's Run
- Cooper Sprint Triathlons
- Shamrock 5K
- Playtri Stonebridge Ranch Triathlons
- Carson & Barnes Circus
- UCAN Half Marathon
- Melon Dash
- Tucker Hill PorchFest

Application Fee

We currently charge \$50 to process a Special Event Application

As compared to other nearby municipalities:

- **Plano** – Fee varies: 50 to 2500 participants/\$100; more than 2500 participants/\$250.

If the run/event is on their trail system, then the event pays a \$2/per person Site Restoration Fee (for trail maintenance).

Currently process between 75-85 applications annually.

- **Frisco** – Currently has no special event application fee but will be submitting a recommendation to their city council soon; \$50 fee being proposed.

Currently process between 100-120 applications annually.

- **Allen** – \$100 per special event permit. Fees are waived for all charitable, religious, educational and public service organizations (the organization must be submitting the application and operating the event).

- **Richardson** – \$75 for a race application.

City Services

We currently do not assess a fee for traffic devices or personnel support. PD and EMS are hired independently as needed by the event.

As compared to other nearby municipalities:

- **Plano** – All events, regardless of status, must pay for the rental, setting up and removal of traffic devices (PD tells them how many and what size of cones will be needed), as well as necessary PD and EMS.
- **Frisco** – For smaller events the organizer has to rent cones and barricades from the City but does not have to pay for Public Works employees to set out and pick up those cones and barricades.

For larger events the race organizer must rent from an established company such as Buyers Barricades or Dallas Light and Barricade.

Must pay for PD or EMS as needed; Sanitation must be contracted through city's provider.

- **Richardson** – \$6,080 for a 4 hour race rental (includes personnel and traffic devices, does not include Police services). Additional \$1,200 for PD plus squad car rental.

2017 Public Works costs for third-party events

<u>Event</u>	<u>Total Labor Cost</u>	<u>Total Equipment Cost</u>	<u>Grand Total Cost</u>
Cupid's Run	\$ 919.72	\$ 284.00	\$ 1,203.72
Run for Cover	\$ 1,019.42	\$ 412.00	\$ 1,431.42
Kiwanis Triathlon	\$ 7,035.07	\$ 1,251.00	\$ 8,286.07
Empty Bowls	\$ 233.99	\$ 100.00	\$ 333.99
U Can Half Marathon	\$ 1,377.86	\$ 358.00	\$ 1,735.86
Cinco de Mayo Run	\$ 1,148.09	\$ 402.00	\$ 1,550.09
Farmer's Market	\$ 367.72	\$ 80.00	\$ 447.72
Farmer's Market at Sunset	\$ 252.80	\$ -	\$ 252.80
Smiles Run	\$ 4,743.70	\$ 814.00	\$ 5,557.70
Tucker Hill Porchfest	\$ 1,217.52	\$ 324.00	\$ 1,541.52
Farmer's Mkt (Hunt St)	\$ 1,394.26	\$ 690.00	\$ 2,084.26
Farmers Market	\$ 1,207.39	\$ 469.00	\$ 1,676.39
Melon Dash	\$ 2,189.04	\$ 753.00	\$ 2,942.04
Cooper Sprint Triathlon	\$ 3,356.27	\$ 697.33	\$ 4,053.60
PlayTri Kids Triathlon Stonebridge	\$ 2,431.91	\$ 650.83	\$ 3,082.74
PlayTri Adult Triathlon Stonebridge	\$ 2,944.36	\$ 597.50	\$ 3,541.86
Believe Run	\$ 4,104.18	\$ 1,769.40	\$ 5,873.58
Parade of Lights - drive Santa	\$ 156.36	\$ 100.00	\$ 256.36
Parade of Lights	<u>\$ 4,660.92</u>	<u>\$ 1,356.00</u>	<u>\$ 6,016.92</u>
Total	\$ 40,760.58	\$ 11,108.06	\$ 51,868.64

Run and race routes

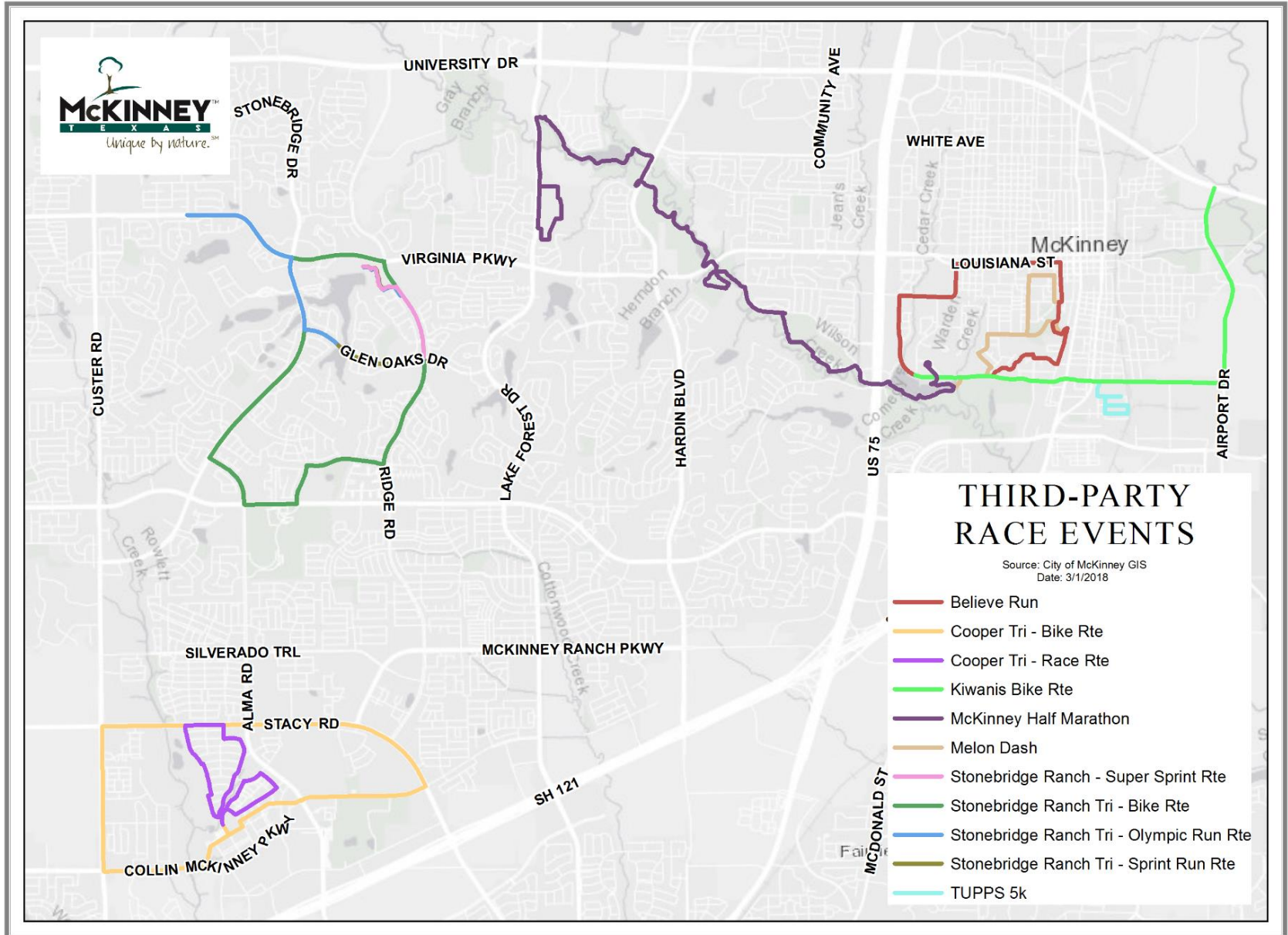
Currently any event can submit a route that utilizes city streets and city parks

- **PLANO:** Any Special Event held on City Park Property must be held at one of two venues- Oak Point Park & Nature Preserve Special Event Field or the Amphitheater at Oak Point Park & Nature Preserve. There are two certified 5K and 10K routes starting from each venue. All other city parks and trails are off limits to any runs/walks/Special Events.

If the organizer chooses to have their run/walk on the city roadways, then they must submit their proposed route to the Special Event Police Liaison for route approval. If Police do not issue an approval then the city will not move forward with the processing.

- **Frisco** – Two established routes for 5Ks in Frisco Square depending on number of participants; Toyota Stadium Route; Turkey Trot route (Thanksgiving day usage only); Half Marathon Route
- **Allen** – Event organizer can determine their own route.
- **Richardson** – Yes, two routes – one on city streets that's course certified, the other is a trail system route that is not certified. Only approve two 5K races per month due to workload.

Sample of current routes used in McKinney



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Items for immediate consideration:

■ **Immediate**

- Increase special event permit application fee from \$50 to \$100 effective October 1, 2018.
 - (majority of permitted events draw 50-2500 participants)
- Require third party events to rent, set up and remove all traffic devices effective October 1, 2018.
 - Public Works currently does not have the traffic device inventory to meet the needs of a race/run as well as safely support the needs of a major emergency should one arise in McKinney at the same time.
 - Public Works would still be staffed at the events to ensure the rented devices were set out properly and kept intact during the event, however, less overall labor/city equipment would be required.

Items for future consideration:

- With the current population and projected growth, to lessen the impact on residents and businesses as well as the transit traffic through McKinney, we may need to consider fixed routes for runs and races. And depending on volume, limit that usage on a monthly basis.
- Another option would be to continue allowing for the different race and run routes, but those routes would need to avoid major roads such as Airport Drive and 380.