

Council Update

McKinney Main Street
McKinney Performing Arts Center
June 4, 2013



Staff

Ty Lake - Director

Amy Rosenthal - Marketing & Development

Merry Caroline Canter - Main Street Program Coordinator

Lara Marsh - Ticket Office Manager

George Powell - Facility Specialist

Rebecca Hart - Events Coordinator

Belinda Kennedy - Customer Service

Luis Arellano - Maintenance

Luis Navarate - Maintenance





McKinney Main Street

- Main Street consists of 13 board members (3-year staggered terms).
- The board meets the second Tuesday of each month at 8:30 a.m. at McKinney Performing Arts Center.
- Main Street hosts a monthly Business Monthly Meeting at McKinney Performing Arts Center for Information Sharing purposes for all downtown merchants.



Vision:

McKinney's vibrant downtown will offer retail, office, arts, entertainment, residential, restaurant and leisure opportunities for McKinney's residents and visitors from the region and beyond to promote business, heritage, tourism, and community identity.

Mission:

Our mission is to maintain and enhance a vibrant downtown area through promotion, organization, design and economic redevelopment, as part of the National Main Street Center's Four Points™ of Main Street (Promotion, Organization, Design and Economic Redevelopment).



Promotion:

Promote downtown and deliver focused quality festivals while marketing a unified, quality image of the commercial historic district as the center of commerce, culture and community life for residents and visitors alike.

Activities include 8 annual events in addition to support for recurring monthly initiatives like Morning Maniacs and Second Saturday gallery nights.



Morning Maniacs Show & Shine

Every First Saturday of the Month
Saturday Mornings from 7:30 – 10:30 a.m.



Second Saturdays

Every Second Saturday of the Month
Saturday Evenings from 7 – 10 p.m.



Krewe of Barkus Dog Parade

Sunday before Mardi Gras
Sunday, February 10, 2013 at 12:30 p.m.



Arts in Bloom

Second Saturday of April
Saturday, April 13, 2013 at 10 a.m.

Main Street Events & Activities



Bike the Bricks
Memorial Day weekend
Friday, May 24, 2013 at 4 p.m.



Red, White & BOOM!
Hometown Parade
Thursday, July 4, 2013 at 10 a.m.



McKinney Oktoberfest
Last weekend in September
Friday, September 27, 2013 at 4 p.m.
Saturday, September 28, 2013 at 10 a.m.



Wish 100
Saturday, October 5, 2013 at 7 a.m.

Main Street Events & Activities



SCARE ON THE SQUARE

Scare on the Square

Halloween Evening

Thursday, October 31, 2013 at 4 p.m.



Home for the Holidays...

A Christmas Tradition

Thanksgiving Weekend

Friday, November 29, 2013 at 10 a.m.

Saturday, November 30, 2013 at 10 a.m.

Sunday, December 1, 2013 at 12 p.m.

In 2005, McKinney Main Street was responsible for two annual events, and with the help of other organizations and non-profit agencies, we have grown to a total of eight in 2013. We estimate a total of 1.5 million visitors that experience Historic Downtown McKinney each year. With over 130 businesses, the historic commercial district has grown from an occupied nine block area to a seventeen block area in 8 years...and we continue to grow each day.

Main Street Events & Activities



Organization:

Fundraising & Community Engagements

Meet fundraising goals set forth by the Main Street Board of Directors and City Officials. Attend partner board meetings to provide updates as needed and schedule speaking engagements with community organizations and beyond to “tell our story”. Host sister-city site visits as requested.

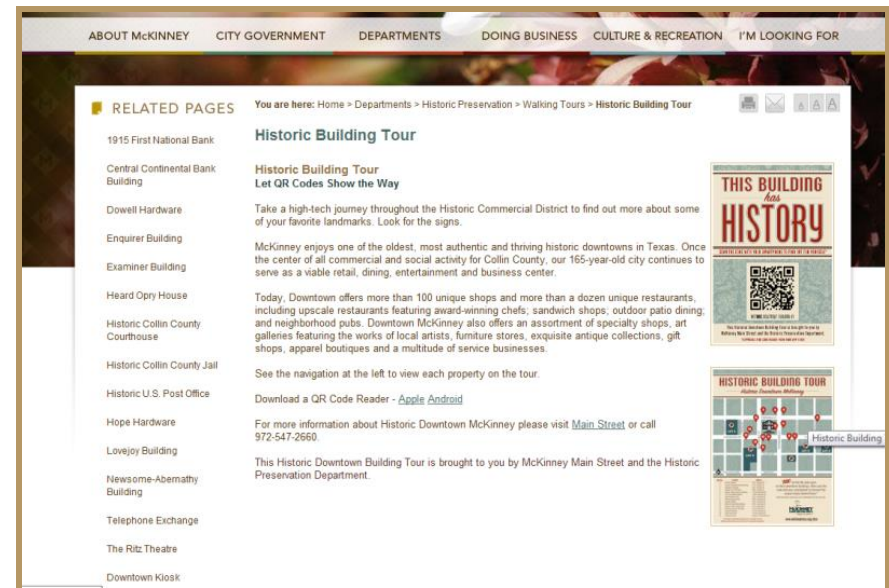
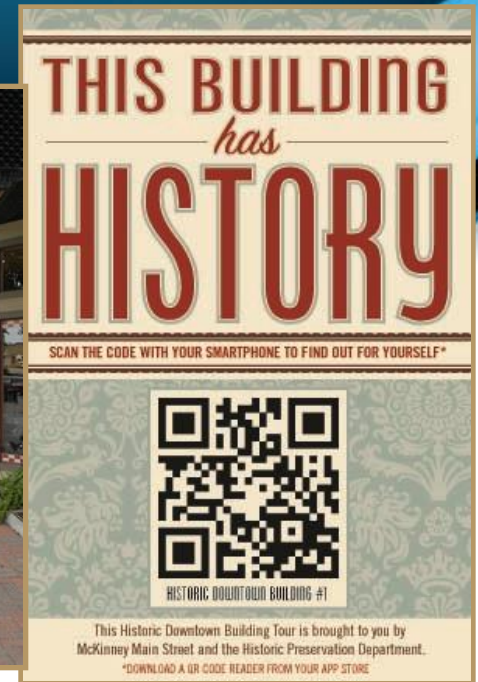
Fundraising Efforts:

To date - \$127,000

End of year estimate - \$360,000

Design:

By working closely with our Historic Preservation Officer, we capitalize on our unique assets and heritage while preserving the quality image of Historic Downtown McKinney. By doing such, we are able to maintain the Historic Designation set forth through both the State and National Historic Commission.



Economic Redevelopment:

Work in partnership with public and private allies to boost downtown economics. Provide available lease/building space listed on downtownmckinney.com. Information sharing of the Town Center Study.



THE TOWN CENTER CONNECTION

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Something New Is Growing in McKinney's Town Center

The Holy Family School, located at Throckmorton and Seneca, has a new subject on the curriculum - gardening. During Make a Difference Day 2011, volunteers from Leadership McKinney and the Kiwanis Club set in motion the rejuvenation of a once-thriving school garden. The plan was that it would be tended, and eaten, by students. The participants wanted to restore the vegetable garden to its former glory but lacked the necessary gardening knowledge. Enter Jeremiah Hammer, His thriving garden across the street inspired the participants from the Kiwanis Club to ask for his help, which he gladly gave.

After committing to the project at Holy Family, Hammer got to work planning a curriculum for the young students. During the winter, he and his young protégés toiled away planting seedlings indoors to be moved outside in the spring. In fact, the garden has fared so well that students were given the option to take the extra plants home to tend to on their own. Hammer says all students (who range in age from two to six) get to help in the garden. The lessons the students are learning in the garden fit in well with the school's curriculum, teaching students about food and where it comes from, as well as improving motor skills using gardening tools and planting tiny seeds.

The plants have been growing well, with the young students eating the fruits and vegetables right off the vine. Hammer says he loves hearing back from parents who are equally excited about their child's interest in healthy and sustainable eating.

Current crops include tomatoes and 'Tigger' melons (which are described as a 'kid-sized' cantaloupe, perfect for little hands), as well as squash and a variety of pumpkins that should be ready just in time for fall. For now, the students enjoy tending and eating the food, but there is a plan of including the organic foods in the school menu in the future.

While the garden looks small now, Hammer says the first goal is to get something growing, which they have accomplished. In fact, it has been doing so well that they recently added new herbs and corn to the garden. The hope is that soon McKinney and Holy Family will once again have a thriving community garden. That might be sooner than you think.

(Continued on page 8)



McKINNEY
Texas by a different name

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ABOUT MCKINNEY | CITY GOVERNMENT | DEPARTMENTS | DOING BUSINESS | CULTURE & RECREATION

RELATED PAGES

You are here: Home > Culture & Recreation > Main Street - Historic Downtown > Explore Downtown > Available Space

Available Space

Relocating to Downtown McKinney	Address	Space In	Company	Contact
Shop	207 E. Davis St.	+/- 2,728	Caray Cox Company	Bill Cox
Stay	207 N. Church St.	+/- 3,328	Caray Cox Company	Bill Cox
	209 E. Louisiana St.	+/- 6,200	Caray Cox Company	Bill Cox
	217 N. Wood St.	+/- 2,900	Caray Cox Company	Bill Cox
	112 N. Tennessee St.	+/- 1,960	Caray Cox Company	Bill Cox
	201 and 203 E. Virginia St.	+/- 10,194	McCray Properties, Inc.	Chris McCray

City of McKinney | Get Directions
222 N. Tennessee St. | McKinney, TX 75069 | Ph 972-547-7500

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McKinney Performing Arts Center

- 137 year old Courthouse opened as MPAC in March 2006 and public facilities open 365 per year.
- Primarily a rental facility with clients including individuals, local arts organizations, businesses, non-profits & religious organizations.
- MPAC presents a limited live performance series in addition to specialty niche events.



Vision:

MPAC's robust multipurpose facility will provide arts, entertainment, culture, education, recreation and historic significance to McKinney's vibrant Historic Downtown for our residents and visitors from the region and beyond to promote business, heritage, tourism and community identity.

Mission:

MPAC's mission is "to provide the community a unique and professional venue in which cultural, artistic and educational opportunities may be nurtured in a supportive environment."

Classes & Camps

FY 2012

30 Camps Revenue = \$ 23, 717

31 classes revenue = \$ 55,001

FY 2013

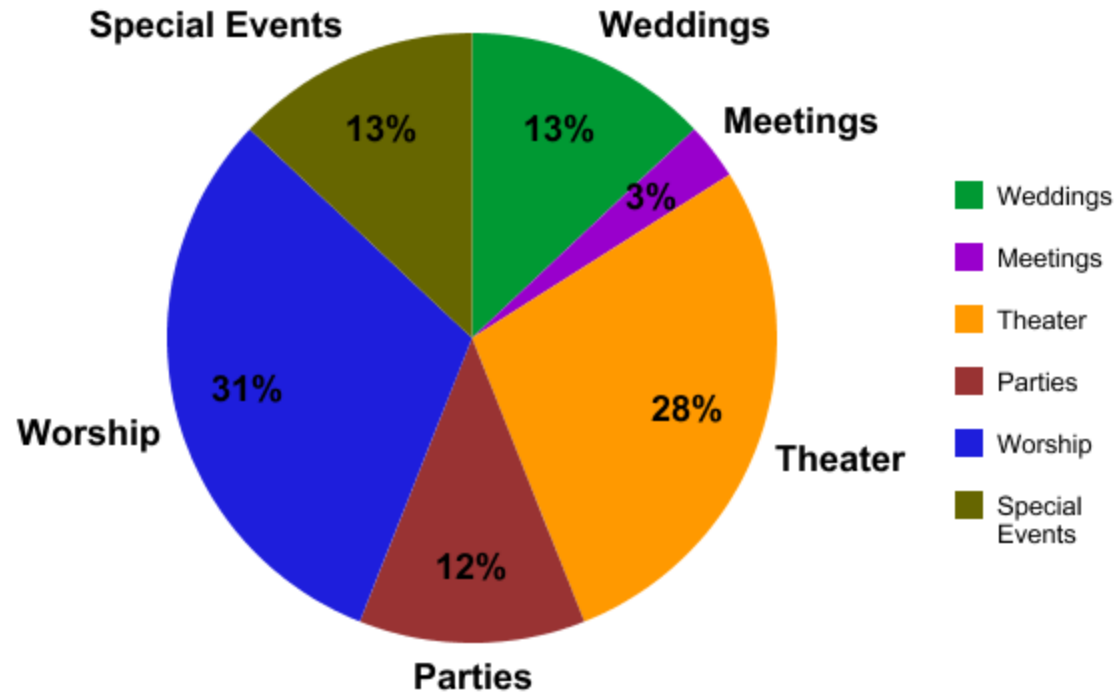
32 camps revenue = \$4,184
(enrollment just started)

31 classes revenue = \$48,855
(revenue still being collected)

Tenants

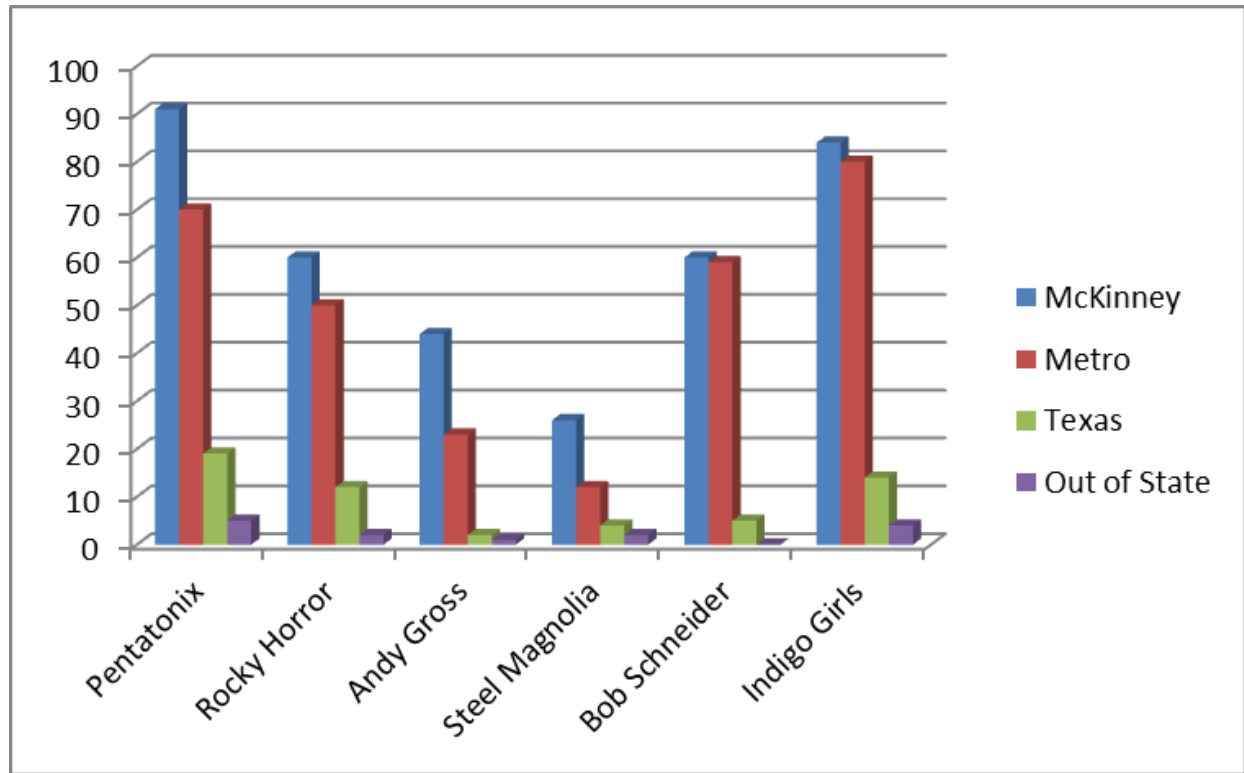
- McKinney Repertory Theatre
- New Life Church
- Collin-Fannin County Medical Society & Project Access
- Texas Youth Ballet Conservatory (in negotiation)

Event Rentals



\$129,040 in event rentals to date
(\$122,772 in FY2012)

MPAC Presents Events



	McKinney	Metro	Texas	Out of State	Attendance	Revenue
Pentatonix	91	70	19	5	430	\$9,338
Rocky Horror	60	50	12	2	338	\$4,088
Andy Gross	44	23	2	1	328	\$4,280
Steel Magnolia	26	12	4	2	232	\$2,520
Bob Schneider	60	59	5	0	342	\$7,107
Indigo Girls	84	80	14	4	428	\$19,824

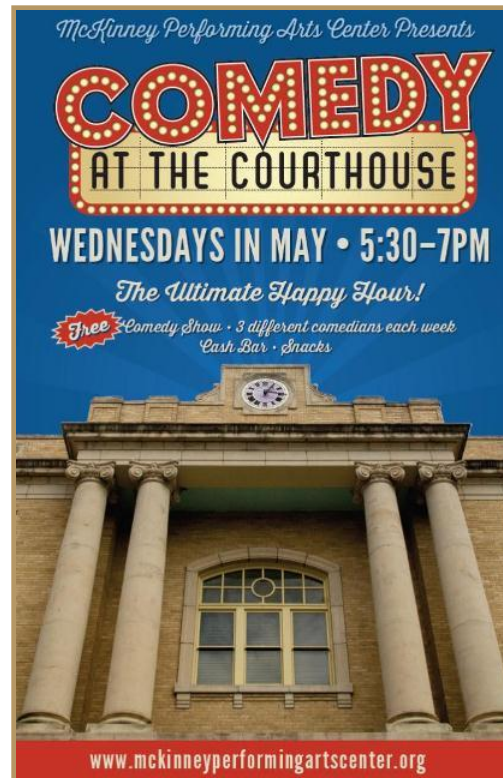
Specialty Niche Events



High Noon

Free Entertainment & Activities

Wide range of musical performers and participatory activities designed attract guests during lunch hour and engage visitors. Program has developed weekly followers.



Comedy at the Courthouse

Free midweek comedy series designed to entertain guests after work. Series has been standing room only.

Specialty Niche Events



McKinney Performing Arts Center
AT THE HISTORIC COLLIN COUNTY COURTHOUSE

97.5 KLAK &
MCKINNEY PERFORMING ARTS CENTER
PRESENT

A WALK DOWN THE AISLE OF HISTORY
Bridal SHOW

Meet some of the area's unique vendors and enjoy
goodie bags, door prizes, tastings, plus expert advice
from wedding professionals.

Saturday
January 19
10 a.m.-3 p.m.

McKinney Performing Arts Center
Historic Downtown McKinney
111 N. Tennessee St.

Admission \$5
Brides who register in advance at
www.WalkDownTheAisleofHistory.com will be
eligible to win a honeymoon trip to the Mayan Riviera.

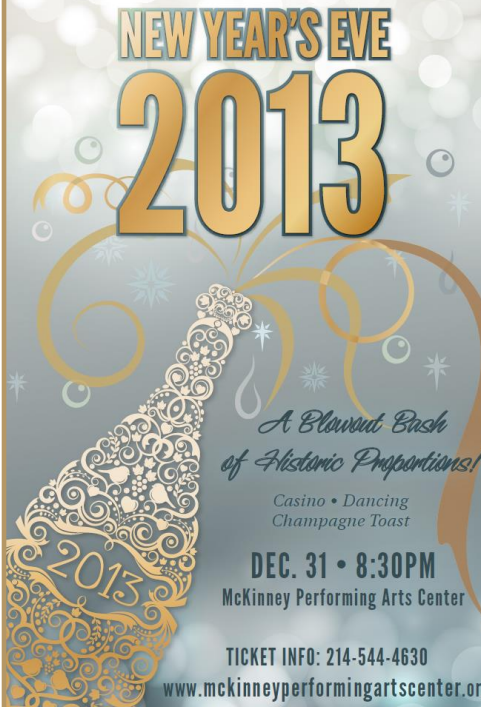
SPONSORED BY:

214-544-4630 • www.WalkDownTheAisleofHistory.com

Bridal Show

Annual show reaches maximum vendor capacity months in advance with extensive waiting list. Day of show attracts guests from all over North Texas.



McKinney Performing Arts Center hosts

NEW YEAR'S EVE
2013

*A Blowout Bash
of Historic Proportions!*

Casino • Dancing
Champagne Toast

DEC. 31 • 8:30PM
McKinney Performing Arts Center

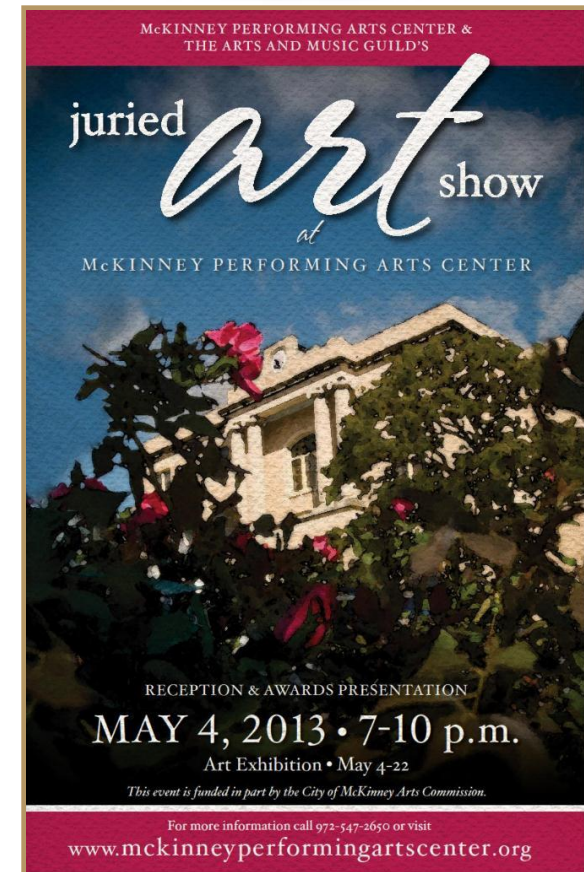
TICKET INFO: 214-544-4630
www.mckinneyp performingartscenter.org

NYE

First year event selected as a top "Guide Pick" from The Dallas Morning News. High number of participants first time visitors to MPAC.

Public Art Collection

- Hosted 2nd annual Juried Art Show with McKinney Arts and Music Guild
- Received support from McKinney Arts Commission
- 300 guests attended opening night reception and awards ceremony
- MPAC's public and permanent collection includes 13 pieces





Community Partnerships

Space provided at little or no-cost to help foster community relationships

- Digital Story-telling Festival MISD district wide elementary program
- MercyMe concert benefitting The 25 Project
- Night Court with Judge Paul Raleeh
- North Texas Council of Governments meetings
- Zane Williams – to support our local artists



Upcoming events...

- Restless Heart
- Pam Tillis Holiday Show
- Continue success of High Noon & Comedy at the Courthouse
- Implementation of Christmas Season events to extend “Home for the Holidays” through December
- McKinney NYE 2014

