

McKinney Main Street

- Main Street consists of 13 board members (3-year staggered terms) and two full-time staff members.
- The board meets the 2nd Thursday of every month at 8:30 a.m. at MPAC, 111 North Tennessee Street.
- Staff: Ty Lake; Director & Merry Caroline Canter; Assistant.



Events /Fundraising/ Web Site

- Krewe of Barkus, Arts in Bloom, Bike the Bricks, Heart Chase, Red, White and Boom Parade, Oktoberfest, Wish 100, Scare on the Square, Dickens of a Christmas.
- By the end of this budget year, Main Street is on track to raise over \$365,000 in private sponsorships and donations for downtown events and activities.
- Downtownmckinney.com continues to rank in the top 5 most visited pages through the City Web Reports.



Experience

- Launching QR Code Historic Walking tour for visitors to engage and learn more about our buildings and our hometown heritage.
- Finalizing Store Specific Directional Signage.
- Image Campaign - Decorating Downtown (incorporation of photo opportunities for families, banners, seasonal décor).
- Continue to enhance overall customer experience in Historic Downtown.



Engage

- Main Street Business Monthly Meetings are up 25% since relocating meetings to MPAC.
- Host multiple site visits from cities requesting Main Street's best practices and how we strike a balance between public and private allies.
- Execute and support business recruitment and retention efforts, along with merchant one-on-ones in acting as a liaison between the City and the merchants.
- Community partnerships are key component to ongoing success.



Consistently focus on Main Street 4-point approach (Promotion, Design, Economic Development, and Organization) as required to maintain both State and National accreditation as a Main Street City.