

McKinney Main Street Downtown Events 2021-2022

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McKinney Main Street/MPAC

September 7, 2021

McKinney Main Street

- State & Nationally Accredited
- 18 Years
- Public/Private Partnership
- 501(c)3
- City Employees, City Infrastructure, Private Operating



Main Street National Movement

Preservation-based economic development and community revitalization

- 4 Point Approach
- Design – protect/preserve historic resources
- Organization – community volunteers & strategic partnerships
- Economic Vitality – resources for businesses
- Promotion – marketing as destination & events

Why do we do events in Downtown McKinney?

- Increase foot traffic
- Increase exposure and promotion
- Revenue mechanism for the non-profit
- Drives sales to businesses
- Community enhancement or amenity

Dinner
IS SERVED

GET A TASTE



EMERALDCITYBAND



GET TICKETS

Events



THIS WEEK: Monday, Aug 30 - Sunday, Sep 5

< PREVIOUS

FOLLOWING >



GRAB & GO CURBSIDE
PICKUP



PET ADOPTIONS AT
WATTERS CREEK



SEP
2

Legacy West - Happy Hour Hike w/ Plano Magazine

Thursday, September 2, 2021

6:00 PM – 9:00 PM



Happy Hour Hike is a monthly sip-and-shop event at Legacy West where guests enjoy a variety of beverages, new shops and live music.

[hike-tickets-146466730935](#) C'mon, get happy with Legacy West and Plano Magazine at the Happy Hour Hike, a monthly sip-and-shop event where

One size doesn't fit all.

Events have *different* impacts
for *different* businesses

- Product-based (AIB)
- Food-based (OKT)
- Activity-based (H4H)
- Entertainment-based (TMR)

To close.... Or not to close....

- Closed streets for safety
- Don't cut off my access – my customers can't reach me! Don't take away my parking!
- If you close the street, make sure there's something on the street that will bring people!
- Additional costs for PD & PW

Themes & Programming

Are we producing events that attract and appeal to multiple segments of the community?

Are we producing events that showcase our best attributes, talents & resources?

McKinney Main Street Signature Events

1. Krewe of Barkus
2. Arts in Bloom
3. Texas Music Revolution
4. Red, White & BOOM! Hometown Parade
5. McKinney Oktoberfest
6. Home for the Holidays

Demanding schedule - fundraising,
marketing to production



- Sept 24-26, 2021
- Celebrate German Culture
- Proceeds fund program
- 60,000 Attendance
- MMS \$150,000 Gain
- City OT \$95,000



HOME FOR THE Holidays



- Nov 25-27, 2022
- Real Tree installed
- Free entertainment
- Family activities
- Small Business Saturday
- 100,000 Attendance that Week
- MMS Breakeven
- City OT \$65,000



KREWE OF BARKUS

MARDI GRAS DOG PARADE AND FESTIVAL



- Feb 27, 2022
- Dog parade
Mitchell Park
- 5,000 Attendance
- Art Institute of
McKinney Partner
- MMS Breakeven
- City OT - \$3,000



- Apr 7-9, 2022
- Local, Regional, National Artists
- Texas Wine
- 40,000 attendance
- MMS +\$15,000
- City OT \$45,000



- June 2-3, 2022
- Partnership w/ KHYI
- City Advertisement Agreement \$65K
- 3,100 Tickets Sold
- MMS +\$4,000
- City OT \$23,500



- July 4, 2022
- Hometown Parade
- 10,000 Attendance
- MMS \$2,500 Loss
- City OT \$5,000 Parade
- City OT \$40,000 Fireworks

Downtown Partner Events

- Juneteenth – Collaborate with CSO & Parks
- Christmas Parade of Lights – McKinney Rotary
- Sip+Stroll Series (evolution of 2nd Saturday)
- SBG Hospitality – 5 Events
- Lone Star Wine & Landon Winery – 4 Events
- Use our venue, staffing assistance - % of sales back to MMS
- Businesses value customers in-store samples

COVID Event Impacts Response & Approach



- 2020 Reformat-restructure
- Virtual Juried Art, Reverse Parade, Drive-in Concerts, Biergarten Dinner, Virtual Tree Lighting, Better Block, Sip+Strolls
- Arts in Bloom 2021 – Leader in events
- Continue Holidays for Month
- McKinney Oktoberfest Protocols

McKinney Downtown Events Reputation & Replication



- Surrounding Communities: Celina Oktoberfest, Downtown Garland Wine Walks
- Listed as Primary Competitor from City of Addison Special Events (along with Taste of Dallas, State Fair, Wildflower)

Questions & Feedback

