



21-0759

TITLE: Update on Main Street Special Events

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: September 7, 2021

DEPARTMENT: MPAC / Main Street & Community Events

CONTACT: Amy Rosenthal, Director
McKinney Main Street & McKinney Performing Arts Center

RECOMMENDED CITY COUNCIL ACTION:

- No action required - discussion only

ITEM SUMMARY:

- Events are produced to increase traffic, increase exposure and promotion, revenue mechanism for MMS 501c3, drive sales to businesses, and offer community enhancement.
- North Texas is a highly competitive market. Adjacent cities and retail development use events to attract visitors.
- In 2020, staff modified event activities in response to COVID. Staff continues establish event protocol as the pandemic continues.
- City of McKinney staff will work on establishing considerations for future requests of downtown public parking lots.

BACKGROUND INFORMATION:

- The City of McKinney, in conjunction with McKinney Main Street, hosts six events in Historic Downtown McKinney. The events include Krewe of Barkus, Arts in Bloom, Texas Music Revolution, July 4th Parade, McKinney Oktoberfest, and Home for the Holidays...A McKinney Christmas.

FINANCIAL SUMMARY:

- FY2022 incorporates budgeted overtime for special events.

SUPPORTING MATERIALS:

[Presentation](#)