



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 4<sup>th</sup> Parade, McKinney Oktoberfest, and Home for the Holidays...A McKinney Christmas.

**FINANCIAL SUMMARY:**

- FY2022 incorporates budgeted overtime for special events.

**SUPPORTING MATERIALS:**

[Presentation](#)