



May 12, 2021

TO: McKinney Economic Development Corporation
Visit McKinney

FROM: Cindy Schneible

RE: MCDC Update

McKinney Community Development Corporation Update

- FY 21 Project Grants – remaining funding available FY21 = \$1,206,267
 - Public hearings were conducted on three grant requests at the April board meeting: McKinney Parks Foundation (\$15,599.98 requested); Heritage Guild of Collin County (\$137,500 requested); Habitat for Humanity of Collin County (\$200,000 requested)
 - An application submitted by Sanchez Charities, requesting \$343,917 for infrastructure support for the Mustard Seed Project was tabled indefinitely
 - A request submitted by High Five Entertainment, in the amount of \$1.6 million for a parking structure has been withdrawn – the facility will be located in The Farm development in Allen
 - Application period for the third cycle of project grants will be open June 1-30
- FY 21 Promotional and Community Event Grants – remaining funding available = \$139,000
 - Applications will be accepted for Cycle II through May 31
 - Maximum award per grant is \$15,000
 - To be eligible, applicant must demonstrate the event will showcase McKinney for the purposes of business development and/or tourism
- TUPPS Brewery Expansion
 - Bi-weekly meetings with MCDC subcommittee to review/discuss plans for the project, including entertainment amenities are underway. Site plan was resubmitted on April 30; SUP resubmitted on May 3; 50% CD issued May 3
 - MCDC board approved extension of the deadline for approval of GMP to July 31, 2021
- MCDC Quality of Life Award
 - 30 nominations were submitted for the 2021 Quality of Life Award – including two for city employees: Amy Rosenthal and Shirletta Best
 - Awards were presented in the categories of Individual and Organization/Initiative at the McKinney Chamber's annual Community Award Celebration

- Awardees: Kim Sanchez in the Individual Category; Feeding Friends and Family in the Initiative Category – Community Lifeline, Alliance of Elite Youth Leadership; Michael Redeker were recognized
- AT&T Byron Nelson Golf Tournament
 - MCDC and Visit McKinney sharing booth space at the entrance to the tournament to welcome visitors and distribute McKinney brochure
 - Invitations to VIP hospitality suite extended to guests active in the retail recruitment/broker community
 - The Retail Coach will prepare a cell phone analysis of key sites within McKinney following the tournament to provide information on number of visitors during the tournament along with stops at key retail/dining areas to help quantify impact on local retail/dining
- Miscellaneous/Events
 - District 121 Groundbreaking held on May 10.
 - Planning and sponsorship of McKinney's 2021 Juneteenth Celebration
 - Annual Chamber Golf event May 17th
 - NTCAR (North Texas Commercial Association of Realtors) Golf Event June 28th