



February 13, 2018

TO: MEDC Board
 FROM: Cindy Schneible, MCDC
 RE: MCDC Update

Promotional and Community Event Grants

MCDC board members approved the following Promotional and Community Event grants at the January meeting. Funds awarded may only be used for advertising, marketing and promotion.

Organization Requested	2018 Event	Amount
Collin County History Museum	Texas and Collin County WWI Centennial Commemoration	\$ 8,532
Community Garden Kitchen	Star-Spangled Salsa Fest	\$ 5,268
St. Peter’s Episcopal	Empty Bowls	\$ 7,500
Kiwanis of McKinney	Historic McKinney & Kids Triathlons	\$ 2,750
ManeGait	ManeGait Country Fair	\$ 5,000
McKinney Garden Club	2018 Garden and Home Tour	\$ 3,000
Heritage Guild of Collin County	Farmers Market, Tour de Coop, Ice Cream Crank-off	\$15,000
Smiles Charity	Smiles Charity Concert	\$ 7,500
McKinney Main Street	Arts in Bloom	\$15,000
McKinney Parks & Rec	Holiday Light Display	\$ 5,450
Total Awarded		\$ 75,000

Project Grants

The MCDC board conducted a public hearing at the January meeting on a project grant application submitted by the Collin County History Museum requesting \$11,550 for the construction of an exhibit that will open in January 2019 – *McKinney Then and Now*. Board action will be scheduled for the February 22nd MCDC meeting.

Eligible categories for project grant consideration are:

- Projects Related to Recreational or Community (city-owned) Facilities
- Projects Related to Affordable Housing
- Professional and Amateur sports and Athletic Facilities, including children’s sports
- Entertainment, Tourist and Convention Facilities

- Public Parks and Open Space Improvements
- Mass Transit-Related Facilities or Equipment
- Certain Airport Facilities
- Projects Related to Job Training to Further Economic Development (Does not include “life skills” or “career skills” training. Must be job specific, initiated by a company, with permanent positions created and market rate salaries paid)
- Projects Related to the Creation or Retention of Primary Jobs (defined within the Texas Local Government Code)
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises (water, sewer, utilities)

Project Grant Funding – FY17 Recap

Since inception in 1996, MCDC has approved grant funds totaling more than \$138 million to a broad range of entities that include community service organizations and the city – for recreational, community, housing, convention, airport, park and tourist facilities that enhance quality of life in McKinney. In FY 17, MCDC approved \$14.1 million for projects, initiatives and promotional activities. Below is a list of the project grants approved in FY 17:

- McKinney Main Street – Polaris Gem
- McKinney Housing Authority – Rehabilitation, reconstruction and expansion of Merritt McGowan Manor
- Armed Services Memorial Board – Gold Star Families memorial
- Heritage Guild of Collin County – Repairs to Taylor Inn and campus-wide irrigation system at Chestnut Square
- McKinney Rotary Foundation – All Abilities Playground
- Collin County History Museum – Display cases
- North Collin County Habitat for Humanity – Land acquisition and lot preparation; exterior home repairs
- City of McKinney Parks and Recreation Department – Land acquisition; neighborhood park adjacent to Scott Elementary; neighborhood park adjacent to Hughes Elementary; hike and bike trail development and construction; Gray Branch Park Phase I; Erwin Park Phase I; Parks accessibility/ADA compliance plan
- City of McKinney – Dr Pepper StarCenter expansion
- City of McKinney/McKinney National Airport – FBO improvements, parking, hangar construction

Quality of Life Award

The board reviewed 16 nominations submitted for the 2018 MCDC Quality of Life Award and selected an individual and organization to be recipients of this year’s award.

Presentation of the award will take place at the McKinney Chamber’s annual Community Awards Celebration on February 23, 2018.

Marketing/Promotion/Advertising

MCDC continues to place print ads, with a buy local/impact to the community – message. Publications/outlets include: Parks and Rec Guide; Craig Ranch and Stonebridge Ranch HOA News; Community Impact News; McKinney (Chamber) Online advertising; Apex Centre – digital ads and radio spots; PSA sponsorship.

Ads promoting McKinney for retail development are scheduled for Texas Real Estate Business and RED News.

MCDC also participates in collaborative advertising initiatives with the city, MCVB, Main Street and MEDC to promote McKinney for a work, visit, shop, dine experience.