



June 10, 2020

TO: MEDC
Visit McKinney

FROM: Cindy Schneible

RE: MCDC Update

COVID-19 Emergency Relief

A total of 271 applications were received for the Covid-19 Small Business/Nonprofit Grant program approved by Council and MCDC and funded through MCDC. The application period was May 1 through May 10.

231 applications have been approved for a total of \$340,012.87

40 were declined (of that number 10 were duplicates or test apps). Reasons for decline were business location not within the McKinney city limits (8); residential address (8); no physical location provided (1); insufficient hardship or expense documentation provided (13).

Eligibility criteria:

- Business/nonprofit entity confirmed
- Commercial location within McKinney city limits
- EIN Provided
- 50 or fewer FTEs
- W-9 on file
- Documentation of minimum of 2 hardships as a result of COVID-19
- Business expenses (lease, utility, communications, trash, wireless, internet, etc. for March and April) to equal/exceed the grant amount being requested

The grant opportunity was publicized/shared through the following:

- Postcard mailed to 3000 small businesses in McKinney
- Shared through the City's Instagram: April 30, May 5, May 9
- Shared through the City's Facebook Page: April 30, May 5, May 6, May 9
- Shared through City's Twitter: April 30, May 1, May 6, May 9
- City of McKinney E-Newsletter: April 23, April 30, May 7
- MCDC Facebook page: April 30, May 2, May 5
- Visit McKinney, MEDC Facebook pages
- McKinney Main Street Newsletter
- McKinney Chamber of Commerce/McKinney Online
- One Heart McKinney website

Funding began the week of May 18. Maximum funding amount was \$1,500 for eligible business expenses, incurred in March and April, for rent, utilities, communications, website, wireless, internet services.

Round 2 of the McKinney Strong Small Business Grants was approved by MCDC on 5/28 and Council on 6/2. The second round will provide an opportunity for Small Businesses within City limits that did not complete an application during Round 1 to apply and was expanded to include an opportunity for Home-based Businesses in McKinney to apply for a grant.

Maximum grant awards continue to be \$1,500 for a small business and \$1,000 for a home-based business.

The application period opened June 8 and will close on June 18.

FY 20 Project Grants

The MCDC board approved the following project grants at the meeting on 5/28:

#20-05	Parks Foundation – storage facility and tools	\$5,924.89
#20-06	Hugs Café Greenhouse – equipment and infrastructure	\$13,324.90
#20-07	Historic Downtown McKinney Cultural District & Main Street - Better Block in a Box	\$66,000.00
#20-08	District 121 – development of a park/pavilion within mixed-use Development at Alma and 121 (<i>Note: Council approval is required on this project grant as it is an economic development project that falls outside of the scope of MCDC "discretionary" grants. The item will be on the June 16th Council meeting agenda</i>)	\$2,040,250

Also, at the May 28th board meeting, a public hearing was conducted on project grant, #20-09, submitted by TUPPS Brewery. The grant application requests \$11,333,262 for rehabilitation and revitalization of a property at Greenville and Dungan streets to create a cultural and entertainment destination to serve as a catalyst for economic development east of Highway 5.

Board action on this request will be scheduled for the June 25th meeting.

Applications are being accepted through June 30th for the third and final cycle of project grants for the current fiscal year. Applications received will be presented to the board at the July 23rd meeting with board action scheduled for August 27th.

Promotional Grants

The second and final cycle for Promotional and Community Event grants closed May 29th. Applications received appear below.

Odysseus Chamber Orchestra	2020-2021 Concert Series-Five (5) performances	\$12,000
Heritage Guild of Collin County	Murder Mystery, Ghost Walk, Fall Fundraiser, Tour of Homes, Farmers Market	\$15,000
McKinney Community Band	Three (3) Free Performances	\$12,000
MISD Athletics	NCAA D2 Football Game	\$15,000
Ovation Academy	2020-2021 Season - Nine (9) performances	\$15,000
SBG Hospitality	Wine & Music Festival	\$15,000
McKinney Rotary Foundation	Parade of Lights	\$7,500
Crape Myrtle Trails Foundation	Crape Myrtle Run/Festival	\$10,000
McKinney Main Street	Home for the Holidays	\$15,000
		\$116,500

The requests will be presented to the board at the June 25th meeting, with board action scheduled for July 23rd.

Retail Development Infrastructure Grants

The application period for the second round of Retail Infrastructure Grants will open July 1st. This is a matching grant program available to support "legacy" retail, with maximum grant awards set at \$25,000. Eligible expenses are for horizontal infrastructure exterior to a building – site, sewer, utilities, water, drainage.