



December 10, 2019

TO: MEDC Board and Staff  
Visit McKinney Board and Staff

FROM: Cindy Schneible, President

RE: MCDC Update

**FY20 Grants**

The application period for the first cycle of Promotional and Community Event grants closed November 29<sup>th</sup>. Twelve applications were received with requests totaling close to \$121,000. The amount available for award is \$75,000. A recap of requests submitted is provided below:

<b>Application #</b>	<b>Organization</b>	<b>Event</b>	<b>Amount Requested</b>
20-01	Odysseus	Spring Concert Series	\$7,500.00
20-02	Heritage Guild	Farmers Mkt and Crank off	\$10,000.00
20-03	SBG Hospitality	St. Patrick's Day Festival	\$15,000.00
20-04	St Peter's	Empty Bowls	\$7,500.00
20-05	Collin Co. History Museum	2020 Then & Now	\$9,275.00
20-06	Tupps Brewery	Music Fest	\$15,000.00
20-07	Game Day Foods	Salsa Fest	\$6,700.00
20-08	McKinney Main Street	Spring 2020 Events	\$15,000.00
20-09	McKinney Lacrosse Club	2020 Turlaxin'	\$9,150.00
20-10	ManeGait	Country Fair	\$7,000.00
20-11	McKinney Garden Club	Garden & Home Tour	\$11,280.00
20-12	Ovation Academy	5 Spring Shows	\$7,500.00
			<b>\$120,905.00</b>

Applications will be presented to the board at the December meeting. Board action will be scheduled for January.

Applications for the first cycle of Project Grants will be accepted through December 31. Eligible project categories include:

- 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
- Projects Related to the Creation or Retention of Primary Jobs (defined in the Local Government Code)
- Mass Transit-Related Facilities or Equipment
- Certain Airport Facilities
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises (water, sewer, utilities)

Applications for the first cycle of Retail Development Infrastructure Grants will be accepted January 1 through January 31, 2020.

The Retail Infrastructure Grants program was created to provide resources for “landmark retail” - defined as buildings within the historic downtown area with boundaries that coincide with the “Cultural District” designation; retail redevelopment opportunities at locations that are viewed as gateways into the city (e.g. Highway 5 and Spur 399 – and other locations along Highway 5; Virginia Parkway and 75).

The grants may be used to fund infrastructure improvements that are **exterior** to a property, necessary to promote or develop new or expanded business enterprises, and include:

- Sewer
- Water
- Electric Utilities
- Gas Utilities
- Drainage
- Site Work

For FY 20, MCDC has allocated \$120,000 to the Retail Development Infrastructure Grants Program.

The maximum award for any single grant will be 50% of total cost of the infrastructure improvements proposed, up to a maximum of \$25,000. The amount requested, must be matched by the property owner or tenant. Funds secured from other City of McKinney sources (TIRZ, Community Grants, etc.) may not be used for the owner/tenant match. If awarded, funds are provided on a reimbursement basis.

### **Quality of Life Award**

MCDC will be accepting nominations for the annual Quality of Life Award through January 3, 2020.

The award is presented annually, at the McKinney Chamber’s Community Award Celebration, to recognize the efforts of an individual and organization that have been instrumental in enhancing the quality of life in McKinney, Texas, as determined by one or more of the following:

- Made a significant economic, social, cultural or environmental impact on the McKinney community
- Led a public use project/facility or initiative that improves quality of life for the community at large
- Promoted, developed or enriched quality of life in McKinney through support for: expanded recreational, cultural or community activities or amenities; business growth and/or tourism; affordable housing initiatives.

## **Communications and Branding**

MCDC has launched a campaign (Buy McKinney - Spend it Here; Keep it Here) designed to educate McKinney residents about the importance of buying local, and the impact it has on funding quality of life amenities in our community; and improving communication regarding grants, projects and sponsored events. Collateral materials to support the initiative have been created and a year-long advertising developed, that includes print ads in Community Impact News on a monthly basis. Information was shared with the McKinney Downtown Business Association members and materials will be provided upon request.

