

**McKinney Community Development Corporation**  
**Meeting of the Promotional and Community Event Grant Subcommittee**  
**January 12, 2023**

The McKinney Community Development Corporation Promotional and Community Event Grants Committee met at 4:30 p.m. on January 12, 2023, in the MCDC offices at 7300 SH 121, Suite 200, McKinney, Texas.

**MCDC Board Members Present:** David Riche and Joy Booth.

**Staff Present:** President Cindy Schneible and Administrative and Marketing Coordinator Linda Jones.

President Schneible shared that total grant funds available for Cycle I are \$119,000 including reappropriations of unspent funds from FY 2022. She reminded everyone that events must showcase the City of McKinney for purposes of business development and/or tourism. Other factors considered in decisions included anticipated attendance from McKinney residents and visitors to the city, data from past events, and number of events supported by a single grant.

After detailed discussion of each grant application, the subcommittee unanimously agreed to recommend a total of \$106,840 in grant awards as follows:

- PC 23-01: McKinney Community Concerts Association requested \$6,000 for the promotion of its 2023-24 season consisting of six unique shows. **The subcommittee recommends funding of \$3,000.**
- PC 23-02: Shakespeare McKinney (Ovation) requested \$5,000 for the promotion of 2023 Shakespeare event in Adriatica. **The subcommittee recommends funding of \$2,500.**
- PC 23-03: Heritage Guild requested \$11,240 for the promotion of 2023 events including but not limited to Farmers Market, Adventure Camps, Murder Mystery, Farm Fresh Dinner and Bar Wars. **The subcommittee recommends funding of \$11,240.**
- PC 23-04: SBG Hospitality requested \$15,000 for the promotion of the 2023 Sip & Stroll Series in Downtown McKinney. **The subcommittee recommends funding of \$15,000.**

- PC 23-05: Marching Music Made in McKinney requested \$5,600 for the promotion of the 2023 DCI competition in McKinney. **The subcommittee recommends funding of \$5,600.**
- PC 23-06: St. Peter's Episcopal Church requested \$9,500 for the promotion of 2023 Empty Bowls. **The subcommittee recommends funding of \$9,500.**
- PC 23-07: Kiwanis Club of McKinney requested \$3,000 for the promotion of the 2023 Triathlon. **The subcommittee recommends funding of \$2,500.**
- PC 23-08: ManeGait Therapeutic Horsemanship requested \$12,500 for the promotion of the 2023 ManeGait LIVE and Country Fair. **The subcommittee recommends funding of \$7,500.**
- PC 23-09: McKinney Garden Club requested \$3,000 for the promotion of the 2023 Art Meets Floral exhibit at Heard-Craig Center for the Arts. **The subcommittee recommends funding of \$3,000.**
- PC 23-10: McKinney Main Street requested \$11,000 for the promotion of the 2023 Arts in Bloom. **The subcommittee recommends funding of \$11,000.**
- PC 23-11: Collin County History Museum requested \$15,000 for the promotion of the Created in Collin County exhibit and surrounding events. **The subcommittee recommends funding of \$12,000.**
- PC 23-12: McKinney Chamber Foundation requested \$15,000 for the promotion of McKinney Black History Month events. **The subcommittee recommends funding of \$14,000.**
- PC 23-13: MillHouse Foundation requested \$12,475 for the promotion of 2023 arts festivals. **The subcommittee recommends funding of \$10,000.**

Board Member Riche will present these recommendations to the MCDC Board at the month Board meeting on January 26, 2023.

Meeting was adjourned at 6:35 p.m.

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Angela Richardson-Woods, Chair

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Deborah Bradford, Secretary