

**McKinney Community Development Corporation  
Promotional and Community Event Grant Program**

**Policy Clarification – Effective 10/1/2018**

- If a Promotional and Community Event Grant application is received for an event that charges a registration/entry fee, the fee must be \$35 or less;
- If a higher entry fee is charged, the event must include a “public” component that is open to the community to attend;
- If an event includes a “charitable” component (e.g. donation to a McKinney nonprofit) marketing materials must disclose what the donation is (e.g. fixed amount per ticket; percentage of gross revenue; percentage of net revenue, etc.)
- The final report for an event that includes a charitable component must include the amount provided to the designated nonprofit(s)