

May 10, 2019

TO: MCVB
FROM: Cindy Schneible, President, MCDC
RE: MCDC Update

Project Grant Funding

Public hearings were conducted at the April 25, 2019 board meeting on the project grant applications listed below. Board action will be scheduled for May.

Project Grant Applications – Cycle II – FY 19

#19-06	Salvation Army-McKinney Corps Community Center	Replacement of gymnasium floor in Community Center	\$33,917.90
#19-07	Heritage Guild of Collin County	Multiple projects at Chestnut Square	\$59,500.00
#19-08	North Texas Family Health Foundation	Horizontal infrastructure for Federally Qualified Health Center	\$800,000.00
#19-09	City of McKinney, Department of Housing and Community Development	Property maintenance and repair for low income families	\$150,000.00

\$1,043,418

Promotional and Community Event Grants

The application period for the second and final cycle of this year's Promotional grants will be open May 1-31, 2019. Grant applications received will be presented to the MCDC board at the June 27, 2019 meeting. Board action will be scheduled for July.

Strategic Priorities for Project Grant Funding

The board discussed priorities for project funding at the April 25th meeting. Below is the list of categories identified. These are not ranked – all were viewed as important:

- Destination park to include performance area/venue in close proximity to cultural arts district
- Low income housing – construction and/or repairs
- Hike and bike trail development to facilitate connectivity (with other parks, downtown, retail, etc.)
- Development/construction of network of parks and park facilities
- Destination retail/dining/entertainment
- Public transportation (state law permits facilities and equipment only)
- Restore/refurbish/update existing parks
- Redevelopment of Cotton Mill and Flour Mill
- East McKinney amenities
- Large scale/destination entertainment theme park or attraction

- Medical facility to serve the underserved community
- Community projects/facilities to support youth organizations and activities
- Signage – wayfinding, promotional, parks – including directional, historical, educational and environmental messaging
- Downtown improvements – to enhance cultural district

Additionally, board members discussed a philosophical approach focused on funding projects that support/impact vulnerable populations - elderly, disabled, others in need. And they affirmed a continued interest in maintaining a balance between supporting the creation of new amenities and preserving amenities with historical significance in McKinney.

Merritt McGowan Manor Groundbreaking

MCDC board members and staff attended the ground breaking celebration at Merritt McGowan Manor on April 23rd a project that received \$500,000 in funding support from MCDC. The will be reconstructed and expanded property will replace the original 86 units with 136 new energy efficient units – moving the McKinney Housing Authority closer to fulfilling its mission to provide decent, safe and affordable housing and promote community quality of life and economic viability for low to moderate income residents in the McKinney.

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.

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. MCDC is partnering with the city to fund an ad promoting McKinney in the May issue of the Plano/Frisco edition of *Modern Luxury* magazine.