

**McKinney Community Development Corporation**  
**Meeting of the Promotional and Community Event Grant Subcommittee**  
**July 9, 2020**

The McKinney Community Development Corporation Promotional and Community Event Grant Subcommittee met at 5:00 p.m. on July 9, 2020, in the MCDC offices at 5900 S. Lake Forest Blvd., Ste. 110, McKinney, Texas.

**MCDC board members present:** Secretary Barnes-Tilley and Board members David Kelly and John Mott

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

Ms. Schneible clarified that the budget for Cycle II is \$75,000. Grant eligibility guidelines are:

- Must promote the City of McKinney for business development and/or tourism;
- Enhance quality of life for McKinney residents;
- Can be granted to for-profit or non-profit groups; and
- Paid on a reimbursement basis once contract requirements are verified.

In addition to the above requirements, the subcommittee considered the following in their decisions.

- Attendance at event(s)
- Overall marketing plan, including expenditures
- Ability to attract non-residents

After detailed discussion of each grant application, the sub-committee agreed unanimously to recommend that grant applications be funded as follows:

- Odysseus Chamber (20-13) request for \$12,000 to support marketing and promotion of the 2020-2021 Concert Series (5 performances). Subcommittee recommends funding in the amount of \$5,000.
- Heritage Guild (20-14) request for \$15,000 to support marketing and promotion of Farmers Market, Murder Mystery, Ghost Walk, Fall Fundraiser and Tour of Homes. Subcommittee recommends funding in the amount of \$13,000.
- McKinney Community Band (20-15) request for \$12,000 for marketing and promotion of three (3) free performances. Subcommittee recommends funding in the amount of \$7,000.
- MISD Athletics (20-16) request for \$15,000 for marketing and promotion of NCAA D2 Football Championship. Subcommittee recommends full funding in the amount of \$15,000.
- Ovation Academy (20-17) request for \$15,000 for marketing and promotion of nine (9) performances. Subcommittee recommends funding in the amount of \$5,000.
- SBG Hospitality (20-18) request for \$14,000 for marketing and promotion of McKinney Wine & Music Festival. Subcommittee recommends funding in the amount of \$10,000.
- McKinney Rotary (20-19) request of \$7,500 for marketing and promotion of Parade of Lights. Subcommittee recommends funding in the amount of \$6,000.
- Crape Myrtle Trail Foundation (20-20) request of \$10,000 for marketing and promotion of Crape Myrtle Run. Subcommittee recommends funding in the amount of \$5,000.
- McKinney Main Street (20-21) request for \$7,500 for marketing and promotion of Home for the Holidays. Subcommittee recommends full funding in the amount of \$7,500.

The Promotional and Community Event grant total recommended is \$73,500. Secretary Barnes-Tilley will present these recommendations to the MCDC Board at their meeting on July 23, 2020.

The subcommittee meeting was adjourned at approximately 6:00 p.m.

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Mary Barnes Tilley, Secretary