



MCDC Rebranding Campaign update as of Oct. 15

- Official rebranding kick-off is November
- Corporate Identity designs are complete and items are going to print by Oct. 22
- Resident Education Advertising campaign begins:
 - Education ads are being placed in
 - McKinney's November, December and January Community Impact
 - Annual Chamber Resident and Business Resource Guide
 - Fall Parks Guide
- Promotional advertising campaign begins—details are currently being finalized with plans to start in November
 - Promotional ads will run targeting visitors to McKinney promoting grant recipient events
 - Promotional/Education ads will run targeting McKinney Residents
- MCDC will have a booth at the Chamber's annual State of the City. The new brand will be launched with corporate identity pieces and educational marketing collateral.
- A presentation will be given to the Main Street business members in November to share with them the new branding and campaign elements.

Still in process:

- Website update
- Grant recipient guidelines and collateral

Community Impact
November
December
January



WHEN YOU SHOP & DINE IN MCKINNEY,

IT BUILDS YOUR COMMUNITY.

When residents and visitors shop and dine in McKinney, a half-cent sales tax revenue is reinvested to enhance the community.



**Parks and Open
Space Improvements**



**Recreational, Sports
and Community Facilities**



**Museums, Entertainment,
Events and Tourism**



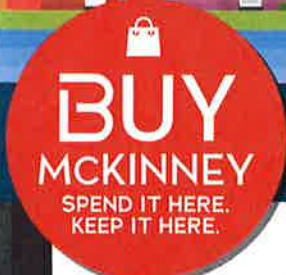
**Retail and Economic
Development Infrastructure**



Affordable Housing



Job Creation



**BUY
MCKINNEY**
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MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

www.McKinneyCDC.org

HOW BUYING LOCAL IMPACTS MCKINNEY

WHEN RESIDENTS AND
VISITORS SHOP AND DINE
IN MCKINNEY:

MCDCC RECEIVES A HALF-CENT SALES TAX REVENUE



\$155 million invested
since 1996.

PARKS ARE BUILT AND UPDATED

More than 20 parks
built or updated in last
three years



COMMUNITY EVENTS ARE SUPPORTED



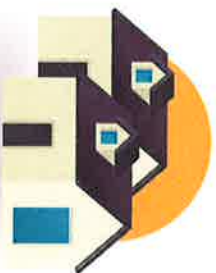
- Home for the Holidays
- Rotary Christmas Parade
- Empty Bowls

RETAIL INFRASTRUCTURE GRANTS ARE AWARDED

Local Yocal BBQ & Grill
received \$7,769
in matching funds



AFFORDABLE HOUSING UNITS ARE UPGRADED AND NEW CONCEPTS ARE SUPPORTED



- Merritt Homes
- Habitat for Humanity

COMMUNITY FACILITIES ARE BUILT AND SUPPORTED



- Apex Centre
- McKinney National
Airport

MCDCC

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DEVELOPMENT CORPORATION

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