



August 10, 2017

TO: MEDC Board
FROM: Cindy Schneible, MCDC
RE: MCDC Update

Project Grants

The final cycle for project grants closed June 30, 2017. Below is a summary of the applications submitted that are under consideration by the board:

Public hearings were conducted on the following items at the July 27th meeting. Board action will be scheduled for the August meeting.

North Collin County Habitat for Humanity \$ \$331,072

Land Acquisition – 5 lots (5@25,000 each); Lot prep and survey (\$35,850) total \$160,850
Home repair – 15 homes \$112,500 (15 @ \$7,500 each)
MISD/Job Corp Home Build Project - \$57,722 (finished home will be provided to NCCHF client)
Request represents 36% of project total.

McKinney Housing Authority - \$500,000

Merritt McGowan Manor renovation, reconstruction and expansion
Amount requested represents 50% of estimated gap left after 9% tax credit award and equity loan.

Heritage Guild of Collin County - \$65,000

Repairs to "Two Bit" Taylor Inn and campus-wide irrigation system.
Request represents 100% of project cost. Utilizing volunteer labor and individual contractor HGCC estimates a project savings of 10-15%.

D&L Farm and \$140,177

Targeted infrastructure improvements for new store – that will be located at 1502 Church Street. Request represents 50% of total.
Currently 26% of their sales are taxable. Future projections estimate that will increase to 40%
Request represents 50% of total.

Total Requested - \$1,036,249

Promotional and Community Event Grants

MCDC board awarded Promotional and Community Event grants to the organizations/events listed below at the July 27th meeting:

Crape Myrtle Trails Run	\$ 4,000
Main Street – Oktoberfest	\$15,000
McKinney Rotary Foundation – Christmas Parade of Lights	\$ 3,500
Mission Regan Golf Tournament	\$ 1,000
Volunteer McKinney – Santa on the Square	\$ 2,000
Embrace Texas – Child to Family Event	\$ 1,000
McKinney Art Studio Tour	\$ 5,000
NCCHFH – Birthday Bash and Monster Mash	\$ 3,500
Collin County Master Gardeners – 2018 Spring Garden Show	\$ 6,000
Chestnut Square – Farmers Market (fall), Ghost Walk, Holiday Tour of Homes	\$ 9,000

Total: \$50,000

Marketing/Promotion/Advertising

MCDC continues to place print ads, with a buy local/impact to the community – message. Publications/outlets include: McKinney Historic Preservation Calendar; Parks and Rec Guide; Craig Ranch and Stonebridge Ranch HOA News; Community Impact News; McKinney (Chamber) Online advertising; Apex Centre – digital ads and radio spots; PSA sponsorship; Texas Real Estate Business – ad promoting McKinney for retail development/recruitment in the May issue, distributed at ICSC in addition to regular channels.

Funding support for collaborative advertising initiatives promoting McKinney for a visit, shop, dine experience includes: See McKinney First (City, MCVB, MCDC); DMagazine (City, MCDC); Modern Luxury (City, MCDC); USA Today (MCVB, MCDC); Visit Widget (MCVB, MCDC).