

McKinney Community Development Corporation

Marketing Campaign Update

Presented by Michelle Feldker
City of McKinney Communications & Marketing Department

October 22, 2020



Phase 1: Completed

- ✓ Approve new brand concepts and marketing campaigns
- ✓ Finalize all materials and prepare for print
- ✓ Prepare branding guidelines, marketing guidelines and information for grant recipients
- ✓ Update website
- ✓ Develop processes for tracking collateral material and obtaining information from grant recipients to be used in future marketing materials

Phase 2: In progress

- ✓ Integrate and cross promote messages
 - ✓ Events
 - ✓ Programs
 - ✓ Funded facilities
 - ✓ Video tags
 - ✓ Calendar entries
- ✓ Launch videos
- Continue to look for ways to promote and educate



Phase 3: In progress

- Integrate and cross promote messages
 - Community partners
 - Businesses
- Continue to look for ways to promote and educate
- Increase awareness of the grant programs

Collaborative promotion

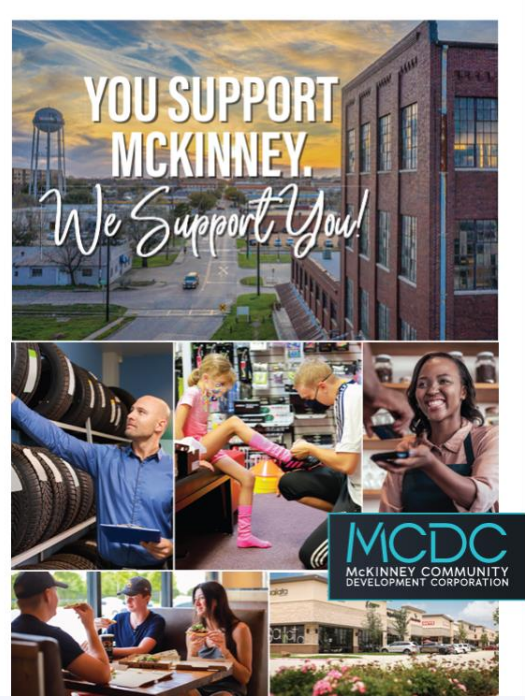


Social Media graphic



Buy Local community support video

Cross promotion and integration



HELP US SHARE THE MESSAGE!
 MCDC encourages consumers to spend it here and support local businesses like you. Add this window cling to your store front or vehicle as a reminder to Buy McKinney.

BUY MCKINNEY
 SPEND IT HERE.
 KEEP IT HERE.



Reinvesting to Build Our Community

The McKinney Community Development Corporation (MCDC) awards grants to McKinney business and non-profit applicants. Visit McKinneyCDC.org for details.

TYPES OF GRANTS INCLUDE:

- Retail Development Infrastructure Grants
- Promotional and Event Grants
- Community Project Grants

\$180 MILLION GRANTS
 grants funded since 1996

MCDC
 MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
 5900 S. Lake Forest Dr., Suite 110
 McKinney, Texas 75070

PRESORTED STANDARD U.S. POSTAGE PAID DALLAS, TX PERMIT 2036

Direct Mail targeted to local small businesses
 Mail date: Nov. 2020

Retail Development Grant



Educational/promotional video for social media

HOW BUYING LOCAL IMPACTS MCKINNEY

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

RETAIL AND ECONOMIC DEVELOPMENT INFRASTRUCTURE

MUSEUMS, ENTERTAINMENT, EVENTS AND TOURISM

AFFORDABLE HOUSING

RECREATIONAL, SPORTS AND COMMUNITY FACILITIES

BUY MCKINNEY
SPEND IT HERE. KEEP IT HERE.

MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
www.McKinneyCDC.org

Educational/promotional handout

RETAIL DEVELOPMENT INFRASTRUCTURE GRANTS REINVESTING TO BUILD OUR COMMUNITY

Since 1996, McKinney Community Development Corporation has enhanced the aesthetics, cultural and leisure amenities by using a half-cent sales tax to fund projects through grants. **MCDC offers Retail Development Infrastructure Grant opportunities twice a year in January and July.**

QUALIFYING BUSINESSES CAN RECEIVE UP TO \$25,000
CONTACT MCDC ABOUT THIS OPPORTUNITY!

WHO CAN APPLY?

Landmark Retail:

- Buildings in Historic Downtown's Cultural District
- Retail redevelopment located along Gateway Entrances and intersections in McKinney

(Matching funds are required from the business or property owner, \$25,000 maximum grant.)

ELIGIBLE IMPROVEMENTS

Infrastructure improvements must be exterior to a property and may include:

- Sewer
- Water
- Electric Utilities
- Gas Utilities
- Drainage
- Site Work

(Façade improvements are not eligible for funding through this grant.)

IT'S MY MCKINNEY
MY SALES TAX DOLLARS SUPPORT MY COMMUNITY

MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
www.McKinneyCDC.org/Grants

Education



Buy Local educational videos for social media

Message Integration



Renovations at Chestnut Square



Fitness Court at Bonnie Wenk

Message Integration

SENIOR RECREATION CENTER & SENIOR POOL

Facilities **CLOSED** for the following updates:

- Enlarged fitness room and multipurpose rooms
- Updated restrooms and locker rooms
- Redesigned entrances

IT'S MY MCKINNEY
MY SALES TAX DOLLARS SUPPORT MY COMMUNITY

MCDC | **McKINNEY PARKS & RECREATION**

For temporary class/program information, visit www.McKinneyParks.org/SeniorCenter

Senior Center updates/facility closed sign

Advertising



BUY
MCKINNEY
SPEND IT HERE.
KEEP IT HERE.

WHEN YOU
BUY IN MCKINNEY,
GREAT THINGS HAPPEN!

McKinneyCDC.org

Billboard on Hwy 5 July/Aug

Advertising



A vertical banner with a teal background. At the top is a white shopping bag icon with a red circle containing a white shopping bag icon and the text "BUY MCKINNEY". Below this is the text "IT'S MY MCKINNEY" in large white letters. Underneath is the text "Buying in McKinney supports projects like PSA." in white. At the bottom is the MCDC logo and the text "McKINNEY COMMUNITY DEVELOPMENT CORPORATION" and "McKinneyCDC.org".

BUY MCKINNEY

IT'S MY MCKINNEY

Buying in McKinney supports projects like PSA.

MCDC McKINNEY COMMUNITY DEVELOPMENT CORPORATION
McKinneyCDC.org

Banner at PSA



A vertical advertisement with a teal header and footer. The header contains the text "SPEND IT HERE. KEEP IT HERE." and a photo of a person at a playground with a circular logo that says "IT'S MY MCKINNEY" and "MY SALES TAX DOLLARS SUPPORT MY COMMUNITY". Below the photo is the text "Here are some of the local events and projects your sales tax dollars help support." The main body contains two sections: "COMMUNITY EVENTS" and "COMMUNITY PROJECTS", each with a list of items. The footer contains the MCDC logo and the text "McKINNEY COMMUNITY DEVELOPMENT CORPORATION" and "mckinneycdc.org".

SPEND IT HERE. KEEP IT HERE.

IT'S MY MCKINNEY
MY SALES TAX DOLLARS SUPPORT MY COMMUNITY

Here are some of the local events and projects your sales tax dollars help support.

COMMUNITY EVENTS

- Ovation Academy 2020 Virtual Season Performances
- Odysseus Chamber Orchestra 2020-2021 Concert Series
- Chestnut Square Ghost Walk
- McKinney Community Band Fall Performances
- The McKinney Wine & Music Walk

COMMUNITY PROJECTS

- Hugs Cafe Greenhouse
- McKinney Main Street Better Block
- The Commons at District 121
- Tupps Brewery Campus Relocation and Expansion
- Fitness Court at Bonnie Wenk Park

MCDC McKINNEY COMMUNITY DEVELOPMENT CORPORATION
mckinneycdc.org

Community Impact ad

Advertising/Promotional Item

Reinvesting to Build Our Community

Since 1996, McKinney Community Development Corporation has enhanced the aesthetics, cultural and leisure amenities to maintain and improve the quality of life in McKinney through **It's My McKinney** projects and events.

BUY MCKINNEY
SPEND IT HERE. KEEP IT HERE.

WHEN YOU **BUY IN MCKINNEY,**
GREAT THINGS HAPPEN!

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McKINNEY COMMUNITY DEVELOPMENT CORPORATION

info@mckinneycdc.org
www.McKinneyCDC.org



Webcam cover booklet