

**McKinney Community Development Corporation
Meeting of the Promotional and Community Event Grant Subcommittee
July 7, 2021**

The McKinney Community Development Corporation Promotional and Community Event Grants Committee met at 4:30 p.m. on July 7, 2021, in the MCDC offices at 5900 S. Lake Forest Blvd., Ste. 110, McKinney, Texas.

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

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

President Schneible reminded the subcommittee that there is \$139,000 remaining in the budget for Cycle II.

Factors considered for each grant application included:

- Ability to showcase the City of McKinney for purposes of business development and tourism;
- Anticipated attendance from McKinney residents and visitors to the city; and
- Number of events supported by a single grant.

After detailed discussion of each grant application, the sub-committee unanimously agreed to recommend a total of \$99,375 in grant awards as follows:

- Heritage Guild of Collin County requested \$15,000 to support promotion of Farmers Market, Educational Programming, Ghostly Hauntings, Murder Mystery, Legends of McKinney Ghost Walk and Holiday Tour of Homes. **The subcommittee recommends funding of \$15,000.**
- On behalf of Legacy Keeper, Colorful Collaborations requested \$14,475 to support promotion of Dia De Los Muertos event. **The subcommittee recommends partial funding of \$8,475. The subcommittee does not recommend funding the request for photographer and videographer.**
- Crape Myrtle Trails Foundation requested \$10,000 to support promotion of the 15th Annual Crape Myrtle Run and Festival. **The subcommittee recommends funding of \$10,000.**

- McKinney Main Street requested \$15,000 for promotional efforts to highlight the completion of the Light Up Louisiana infrastructure project and encourage visitors to those stores that were impacted. **The subcommittee recommends funding of \$15,000.**
- McKinney ISD Athletics Department requested \$15,000 for the promotion of the 2021 NCAA D2 Football Championship Game in McKinney. **The subcommittee recommends funding of \$15,000.**
- SBG Hospitality requested \$15,000 for the promotion of the 2021 McKinney Wine and Music Festival. **The subcommittee recommends funding of \$7,500.**
- McKinney Main Street requested \$12,000 for the promotion of Oktoberfest and Home for the Holidays. **The subcommittee recommends funding of \$12,000.**
- McKinney Rotary Foundation requested funding of \$7,500 for the promotion of the McKinney Parade of Lights. **The subcommittee recommends funding of \$7,500.**
- McKinney Philharmonic Orchestra requested \$8,900 for the promotion of its 2021-22 Season to include six performances. **The subcommittee recommends funding of \$8,900.**

Board member David Kelly will present these recommendations to the MCDC Board at the month Board meeting on July 22, 2021.

Meeting was adjourned at 6:05 p.m.

Mary Barnes-Tilley, Board Secretary

Jackie Brewer, Chairman