



January 11, 2018

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

**Promotional and Community Event Grants**

The following Promotional and Community Event Grant requests were presented to the board at the December 21<sup>st</sup> meeting. Board action will be scheduled for January 25, 2018.

Organization	2018 Event	Amount Requested
Collin County History Museum	Texas and Collin County WWI Centennial Commemoration	\$ 8,532
Community Garden Kitchen	Star-Spangled Salsa Fest	\$ 8,000
Elemental Essentialz	Gardens, Grill and Goats Pumpkin Chunkin – A Feed the Earth Event Fall in Love at the Farm (2019)	\$15,000
St. Peter’s Episcopal	Empty Bowls	\$ 7,500
Kiwanis of McKinney	Historic McKinney & Kids Triathlons	\$ 5,000
ManeGait	ManeGait Country Fair	\$ 8,000
McKinney Garden Club	2018 Garden and Home Tour	\$ 3,850
Heritage Guild of Collin County	Farmers Market, Tour de Coop, Ice Cream Crank-off	\$15,000
Project Graduation	McKinney Project Graduation	\$11,900
Smiles Charity	Smiles Charity Concert	\$15,000
McKinney Main Street	Arts in Bloom	\$15,000
McKinney Parks & Rec	Holiday Light Display	\$15,000
<b>Total Requested</b>		<b>\$127,782</b>

The total available for the first cycle of grants is \$75,000.

**Project Grants**

MCDC conducts three cycles for application/review/awarding project grants annually in categories eligible under state law. The total of discretionary funds available for FY 18 is \$1,259,745. Applications were accepted for the first cycle through Wednesday, January 3<sup>rd</sup>. One project grant request was received – the Collin County History Museum applied for a grant of \$11,550 for the construction of an exhibit that will open in January 2019 – McKinney Then and Now. The application will be presented at the January 25<sup>th</sup> MCDC meeting.

Eligible categories for project grant consideration are:

- Projects Related to Recreational or Community (city-owned) Facilities
- Projects Related to Affordable Housing
- Professional and Amateur sports and Athletic Facilities, including children's sports
- Entertainment, Tourist and Convention Facilities
- Public Parks and Open Space Improvements
- Mass Transit-Related Facilities or Equipment
- Certain Airport Facilities
- Projects Related to Job Training to Further Economic Development (Does not include "life skills" or "career skills" training. Must be job specific, initiated by a company, with permanent positions created and market rate salaries paid)
- Projects Related to the Creation or Retention of Primary Jobs (defined within the Texas Local Government Code)
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises (water, sewer, utilities)

### **Quality of Life Award**

MCDC accepted nominations for both an individual and organization to receive the annual Quality of Life Award through January 4, 2018. A total of 14 nominations were received: eight for individuals; six for organizations.

An award will be presented to both an individual and an organization at the McKinney Chamber's annual Community Awards Celebration on February 23, 2018.

### **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; and retail publications -Texas Real Estate Business; RED News.

MCDC also participates in collaborative advertising initiatives with the city, MCVB and MEDC to promote McKinney for a work, visit, shop, dine experience.