

Cayti Stein
Director of Marketing
September 2015



- *Events:*
 - Past
 - 9/11 A Day of Remembrance
 - North Texas Giving Day
 - Upcoming
 - Spirit of McKinney Awards Dinner 9/24
 - MCD C nominated 3 individuals/ groups: Geordon Cox, Strikes Against Cancer; McKinney Garden Club; Christine Hockin-Boyd
 - Oktoberfest
 - September 25-26
 - Crape Myrtle “Run the Trails” Event
 - September 26
 - Texas EDC Annual Conference, Dallas
 - October 14-16
 - Legends of McKinney Ghost Walk
 - October 23

- *Advertising*
 - Stonebridge HOA and Craig Ranch HOA (October Issues)
 - Half page ads
 - Historic McKinney Calendar
 - 2-half page ads
 - McKinney Chamber Map

- *Social Media/Website*
 - Facebook- Total 1,025 “likes”
 - Twitter- Total 435 “followers” on Twitter
 - Project search tool:
 - GIS recently started using a new system, so the MCD C project search tool needs some work. I’ll be working with GIS on this project and will be able to edit from our end, which will make it more efficient for both departments!
<http://mck.maps.arcgis.com/apps/MapTour/index.html?appid=7fefdb2a4d4c8c952122ff63f409>

- *Marketing Meetings*
 - The City of McKinney Marketing Department has monthly meetings with MCDC to discuss ongoing projects. This has been very helpful and efficiently streamlines communication and collaborative efforts.
 - Monthly meetings are held with all City Marketing Partners (MEDC, MCDC, MCVB, Chamber, Main Street/ MPAC, Airport, City of McKinney) to discuss marketing efforts and collaborative opportunities.



McKinney Community Development Corporation

For Immediate Release

For more information, please call:

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McKinney Community Development Corporation Awards \$47,000 in Promotional and Community Event Grants

McKINNEY, Texas (Sept. 11, 2015) – The McKinney Community Development Corporation (MCDC) has announced grant awards totaling \$47,000 for initiatives and activities that enhance quality of life for McKinney residents, attract visitors to the community and promote the city for the purpose of developing new or expanded business opportunities.

The mission of the MCDC is to work proactively in partnership with others to promote and fund community and economic development projects that maintain and enhance the quality of life in McKinney.

Following submission of the grant applications, MCDC board members reviewed the requests for funding and heard presentations from each of the applicants describing the impact of their proposed programs on the local community.

Listed below are the grants awarded by MCDC at its August board meeting:

- North Collin County Habitat for Humanity – *Monster Mash Birthday Bash* at the ReStore (2060 Couch Dr.) on Oct. 17
Funding Amount: \$4,000
- McKinney Main Street – *Home for the Holidays* in Historic Downtown McKinney (111 N. Tennessee St.) on Nov. 27-29
Funding Amount: \$15,000
- Holy Family School – *Believe! Run* at Mitchell Park (300 W. Louisiana St.) on Nov. 28
Funding Amount: \$4,500

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- Chestnut Square Historic Village – *Holiday Tour of Homes* at Chestnut Square (315 S. Chestnut Sq.) from Dec. 5-6
Funding Amount: \$5,600
- McKinney Rotary Club – *2015 Rotary Parade of Lights* in Historic Downtown McKinney (111 N. Tennessee St.) on Dec. 12
Funding Amount: \$5,500
- St. Peter's Episcopal Church – *Empty Bowls* benefitting Community Lifeline Center at the McKinney Performing Arts Center (111 N. Tennessee St.) on April 16, 2016
Funding Amount: \$7,000
- Chestnut Square Historic Village – *Tour de Coop Chicken Coop Tour* in McKinney Historic District on April 30, 2016
Funding Amount: \$5,400

"Local dining and shopping in McKinney enables the McKinney Community Development Corporation to fund project and promotional grants that support tourism and business development. The members of the MCDC board of directors recognize the positive impact seen in the community as a result of these events and welcome the opportunity to support organizations that support tourism and business activity and enhance quality of life in McKinney," said Scott Elliott, MCDC Board Chair.

Each year, the MCDC board allocates a small portion of the annual budget for grants designed to promote the City of McKinney through events or other initiatives, support new or expanded business opportunities and tourism and improve the quality of life in the community.

Applications for the next cycle of promotional and community event grants will be accepted through Dec. 30.

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About McKinney Community Development Corporation: MCDC is an organization with a mission to promote and preserve quality of life in McKinney, Texas. The corporation was established in 1996 when voters approved a one-half cent sales tax to be used to support community and economic development projects that enhance quality of life in McKinney. For more information about MCDC, please visit www.mckinneycdc.org.