



Mission: *Mission: Work proactively, in partnership with others, to promote and fund community, cultural and economic development projects that maintain and enhance the quality of life in McKinney.*

Strategic Priorities

Destination park

Low income housing

- City of McKinney Housing and Community Development grant program to bring houses up to code
- Habitat for Humanity Cotton Groves
- Habitat for Humanity Home Repair
- St. James CME Church

Hike and Bike Trail development

- McKinney Parks Foundation (trail maintenance)

Network of parks and facilities

- Towne Lake Rec Center -Towne Lake Park
- Craig Ranch Athletic Complex/Craig Ranch Linear Park/Hub 121 and District 121
- Bonnie Wenk/Fitness/Ruschhaupt/Towne Lake/Greens of McKinney

Destination retail

- District 121
- Hub 121
- Tupps Brewery Expansion

Public transportation

Restore/refurbish existing parks and facilities

- McKissick
- Eubanks
- Hill Top
- Finch
- Fitzhugh

- Cottonwood
- Old Settlers Park
- Al Ruschhaupt
- Juanita Maxfield Aquatic Center
- Towne Lake Recreation Centre
- Senior Rec Center and Pool
- Wattle
- North Park
- Murphy
- Mary Will Craig
- E.A. Randles
- Winniford
- W. B. Finney
- Falcon Creek
- Oak Hollow Golf Course

Cultural District & East McKinney redevelopment

- Tupps Brewery Expansion
- East End Salvage
- Local Yocal BBQ & Grill
- Town Center – MPAC benches; signage
- Better Block in a Box
- Cultural District Neon Signs
- Chestnut Square improvements
- Heard Craig Center for the Arts
- Collin County History Museum

Large scale destination attraction

Community projects/facilities to support youth

- Boys & Girls Club
- Salvation Army
- City recreation facilities
- Bonnie Wenk Fitness Court
- Hugs Café Greenhouse

Signage

- Pedestrian digital signage (Parks – Town Center & Towne Lake)

Other

- Parks Master Plan
- Park Accessibility

- Parks & Rec bus
- COVID Small Business Recovery Grants
- Federally Qualified Health Center

Buy McKinney/My McKinney

- # McKinney Strong
- Promotional and Community Events to support business & tourism
- Advertising campaign
- Signage at MCDC funded projects