

# McKinney Community Development Corporation

## Strategic Priorities



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## Projects Eligible for Funding Consideration

- Projects Related to Recreational or Community (city-owned) Facilities
- Projects Related to Low Income Housing
- Professional and Amateur Sports and Athletic Facilities
- Entertainment, Tourist and Convention Facilities
- Public Parks and Open Space Improvements
- Mass Transit Related Facilities or Equipment
- Promotional Expenses that Advertise or Publicize the City for the Purpose of Business Development
- Projects Related to the Creation or Retention of **Primary** Jobs (defined in the Local Government Code)
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises (water, sewer, utilities)
- Certain types of Job Training to Further Economic Development (not “life skills or “career skills”) job specific, permanent positions created, market rate salaries paid
- Certain Airport Facilities

# Priorities for Project Grant Funding

## Potential Projects

- Destination park to include performance area/venue in close proximity to Cultural Arts District
- Low income housing – construction and/or repairs
- Hike and bike trail development to facilitate connectivity (with other parks, downtown, retail, etc.)
- Development/construction of network of parks and park facilities
- Destination retail/dining/entertainment
- Public transportation (state law permits facilities and equipment)
- Restore/refurbish/update existing parks
- Redevelopment of Cotton Mill and Flour Mill
- Cultural District and East McKinney amenities
- Large scale/destination entertainment theme park or attraction
- Medical facility to serve medically underserved community
- Community projects/facilities to support youth organizations and activities
- Signage – wayfinding, promotional, parks – including directional, historical, educational and environmental messaging

# Priorities for Project Grant Funding

- Philosophical approach focused on funding projects that support/impact vulnerable populations - elderly, disabled, others in need
- Maintain a balance between supporting the creation of new amenities and preserving amenities with historical significance in McKinney

# Communication Initiative

Communications and promotions regarding MCDC programs, projects and grants funded

- Promote use of funds - grants and organizations funded
- Grow resident pride in projects and amenities
- Support local dining and purchases