

McKinney Strong COVID-19 Business Grant Proposal

MCDC Meeting May 28, 2020

Cindy Schneible, MCDC President

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Business Grant Parameters

- Available to small businesses and nonprofits located within McKinney city limits, with 50 or fewer FTE as of March 16, 2020.
- Business/Nonprofit must confirm and document COVID-19 hardships.
- \$1,500 maximum grant per business (up to \$1,000,000 program total)
- Actual grant amount calculated based on specific business expenses incurred in March and April 2020, including:
 - Rent
 - Utilities (water, gas, electric, trash),
 - Communication (internet, phone, wireless)
- Application window: May 1 to May 10.

Outreach Efforts

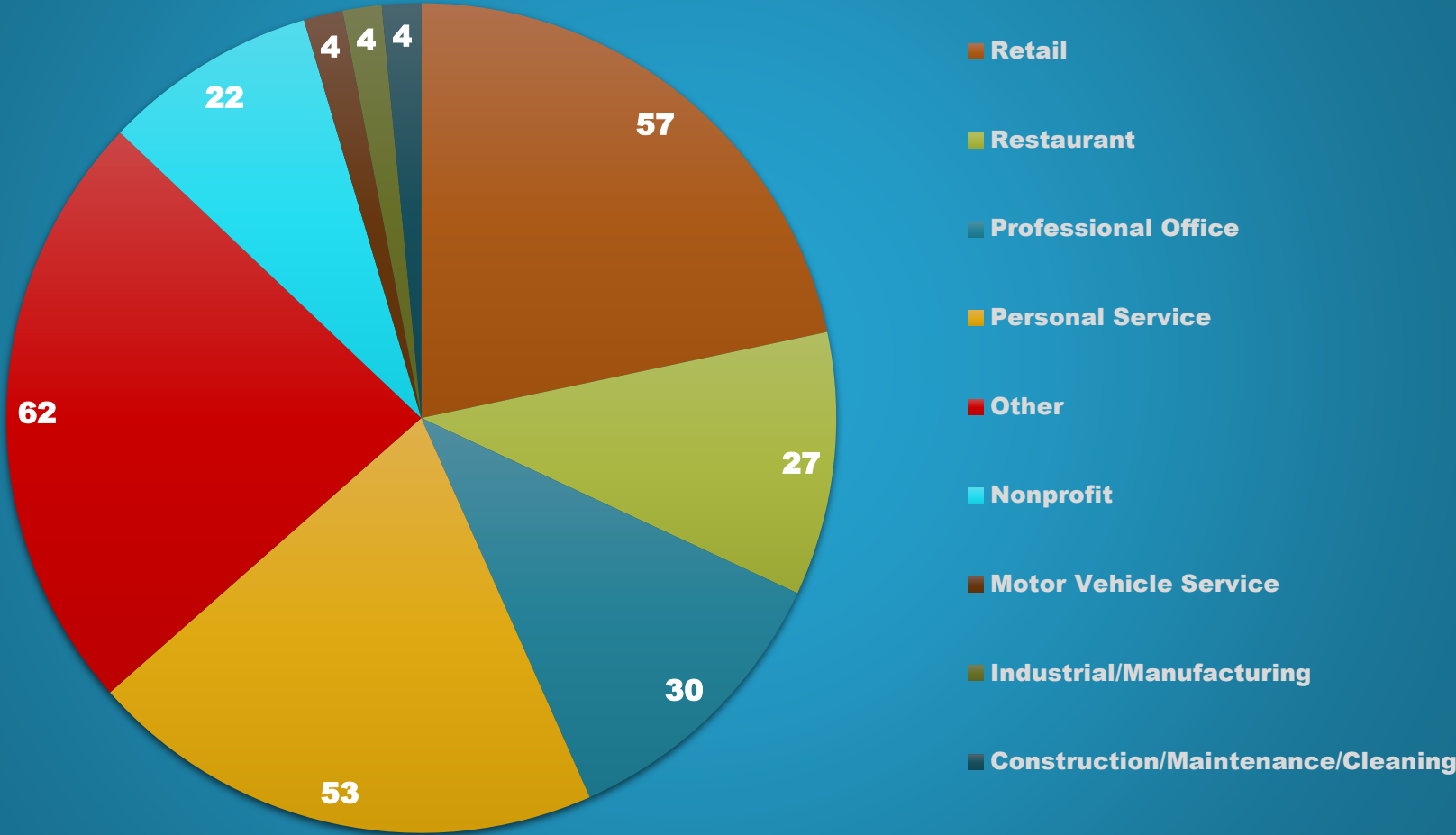
- Postcard mailed to 3000 small businesses in McKinney
- Shared through the City's Instagram: April 30, May 5, May 9
- Shared through the City's Facebook Page: April 30, May 5, May 6, May 9
- Shared through City's Twitter: April 30, May 1, May 6, May 9
- City of McKinney E-Newsletter: April 23, April 30, May 7
- MCDC Facebook page: April 30, May 2, May 5
- Visit McKinney, MEDC Facebook pages
- McKinney Main Street Newsletter
- McKinney Chamber of Commerce/McKinney Online
- One Heart McKinney website

Grant Application Summary

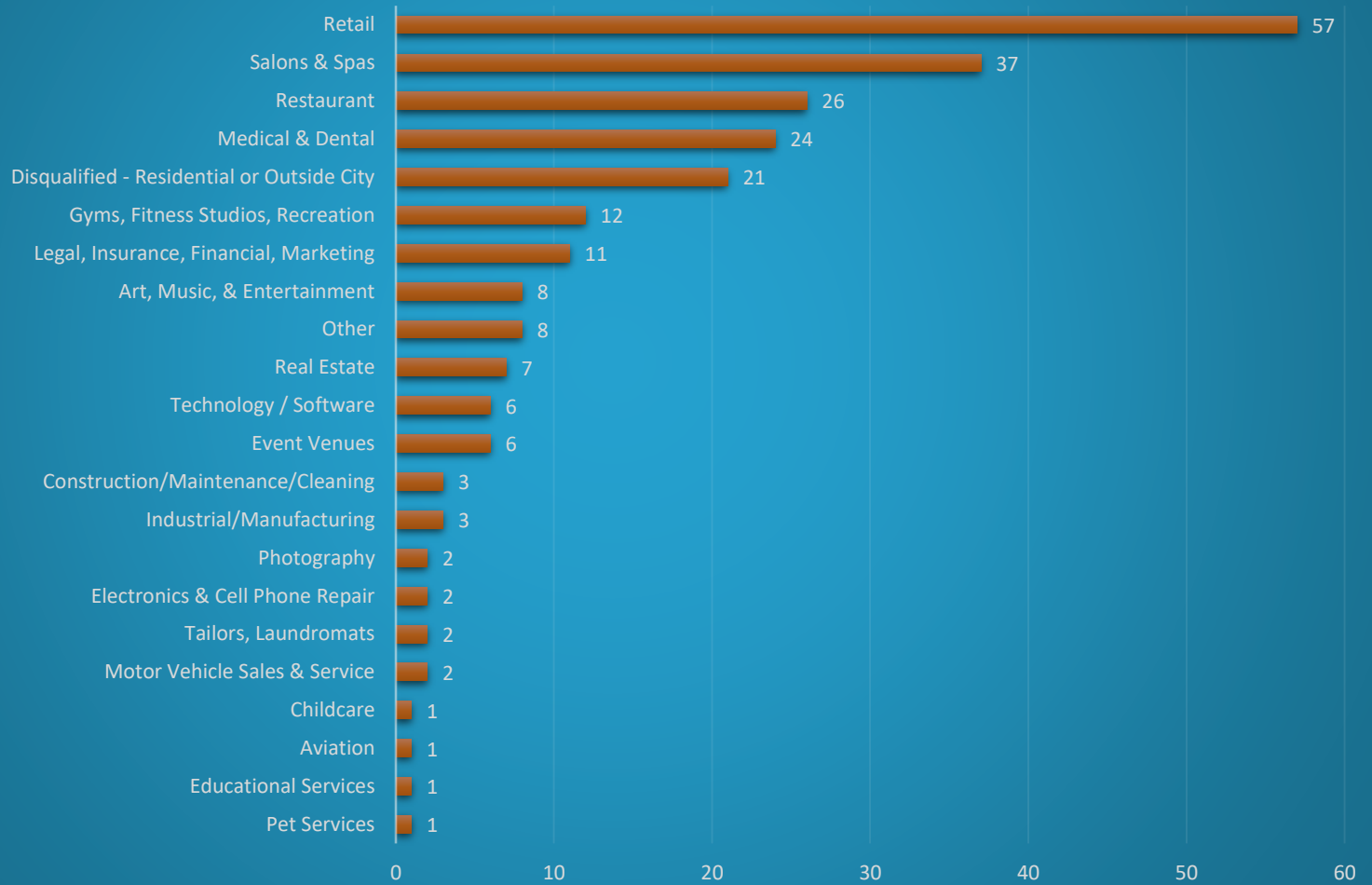
- 271 Applications submitted (some duplicates, some not eligible)
- 253 Un-submitted applications (several duplicates)
- 92% Business
- 8% Nonprofit
- Geographically distributed, but strong cluster in Downtown

McKinney Strong Business Grants

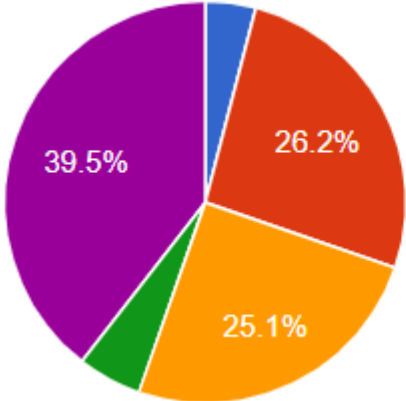
All Applications by Industry



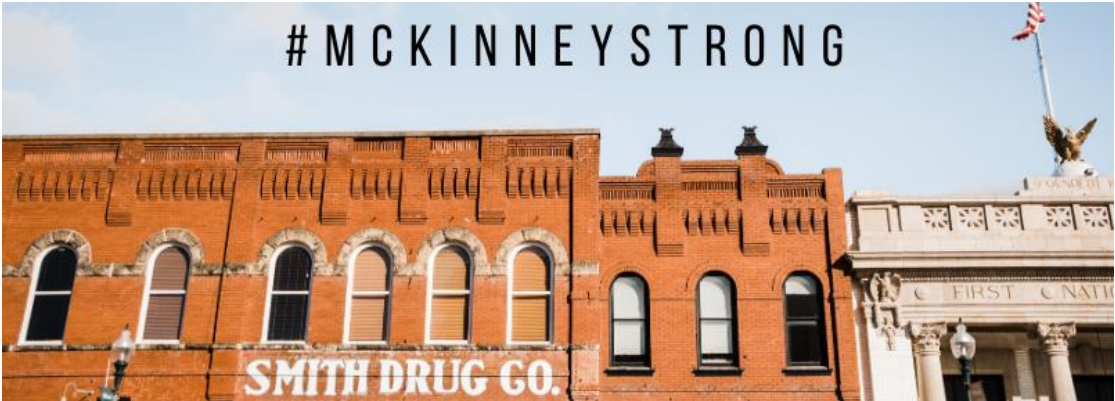
Business Only Applications by Industry



Grant Review Process – Business Confirmation



- Not Assigned
- McKinney sales tax remitter
- SOS registered - Business location in McKinney
- Non-profit IRS verified
- Other



What we've heard and learned...

- Vast majority of applicants were grateful for the program.
- A very small number mentioned that the application was too complicated.
- A few withdrew applications after submitted in order to preserve funding for other businesses and nonprofits.
- Opportunities exist to improve the documentation section of the application as well as increase efficiency of the review process.

Next Steps:

1. McKinney Strong Grant (\$1,500)

- First round funding estimate: \$395,000
- Remaining funds: Up to \$605,000
- Open a Round 2 application window.
 - Target the ‘unsubmitted’ applications
 - Consideration for expanded parameters
 - Employee Count (keep at 50 or less?)
 - Include Home-based if sales tax remitted
 - Businesses only

2. Additional mid-term program offering larger grant amount to follow and utilize a different funding source.

3. Business Support & Stimulus team to explore additional long-term resources and support mechanisms explored based on need.

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Comments / Questions