



December 12, 2017

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

**Promotional and Community Event Grants**

Twelve applications were received for consideration for a Promotional and Community Event Grant from MCDC. Presentations will be made to the MCDC board at the December 21<sup>st</sup> meeting. Board action will be scheduled for the January meeting. The list of applicants appears below:

<b>Organization</b>	<b>2018 Event</b>	<b>Amount Requested</b>
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	\$ 7,500
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
The Celt	Celtic Music Festival	\$15,000
McKinney Main Street	Arts in Bloom	\$15,000
McKinney Parks & Rec	Holiday Light Display	\$15,000

## **Total Requested**

**\$146,432**

### **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 will be accepted for the first cycle through Wednesday, January 3<sup>rd</sup>. Applicants will present their requests to the board at the January 25<sup>th</sup> board meeting. Board action will be scheduled for the February 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 is accepting nominations for both an individual and organization to receive the annual Quality of Life Award through January 4, 2018. The award will be presented 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.

Funding support for collaborative advertising initiatives promoting McKinney for a visit, shop, dine experience includes: See McKinney First (City, MCVB, MCDC); DMagazine (City, MCDC); Modern Luxury (City, MCDC); USA Today (MCVB, MCDC); Visit Widget (MCVB, MCDC).