



July 10, 2018

TO: McKinney Economic Development Corporation

FROM: Cindy Schneible, MCDC

RE: MCDC Update

Promotional and Community Event Grants

The board heard presentations from applicants for a Promotional and Community Event grant at the meeting on June 28. Action on the requests will be scheduled for the July 26th meeting. A list of applicants appears below:

Organization	Event	Amount Requested
Collin County Master Gardeners	Collin County Garden Show	\$ 10,000
Crape Myrtle Trails Foundation	Crape Myrtle Trails Run	\$ 8,780
Éclair Bistro	Digital Projection	\$ 15,000
Heard Craig Center for the Arts	Schön Everywhere - International Pop-up Gallery	\$ 5,150
Heard Wildlife Museum	Heard After Hours Monthly event featuring Magic Planet and other Activities	\$ 2,500
Heritage Guild of Collin County	Farmers Market (fall), Legends of McKinney Ghost Walk, 45th Holiday Home Tour	\$ 12,000
McKinney Main Street	Home for the Holidays	\$ 15,000
SBG Hospitality	McKinney Wine and Food Festival	\$ 15,000
McKinney Rotary Foundation	Rotary Parade of Lights	\$ 5,000
Volunteer McKinney	Santa on the Square	\$ 4,000
Total Requested		\$ 92,430
Total Available		\$ 75,000

Project Grants

Applications for MCDC Project Grants were accepted through Friday, June 29th. Three project grants were submitted:

Grace to Grow/Grace to Change requesting \$1,000,000 for the purchase of the former Samaritan Inn Building to establish a substance abuse treatment center. (Upon review by legal counsel – it was determined this request was not eligible for consideration/funding by MCDC).

Heritage Guild of Collin County/Chestnut Square requesting \$75,000 for wrought iron fencing and signage for Chestnut Square.

McKinney Main Street requesting up to \$35,000 for a wireless speaker system in historic downtown McKinney.

Applicants will present their requests at the July board meeting, action will be scheduled for the August 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)

Other

Board members approved moving forward with an additional category of Project Grants in FY 19 – a pilot program to facilitate support for infrastructure improvements for landmark retail projects.

Marketing/Promotion/Advertising

MCDC continues to place print ads, with a buy local/impact to the community – message. Publications/outlets include: 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.

MCDC also participates in collaborative advertising initiatives with the city, MCVB, Main Street and MEDC to promote McKinney for a work, visit, shop, dine experience. Most recent collaboration includes funding support for a McKinney promotional video with Chet Garner – host of The Day Tripper. MCDC will partner with MCVB to pursue advertising opportunities with Bus Tours magazine. Additionally, MCDC will fund an ad promoting retail opportunities in McKinney in RED News, August edition.