

MCDDC

McKINNEY COMMUNITY
DEVELOPMENT CORPORATION

Grant Guidelines, Policy and Process Discussion
May 26, 2022



Discussion Items

Grant Program Allocations

- Promotional and Community Event
- Discretionary Project Grants
- Retail Development Infrastructure
- Parks and Rec
- Economic Development
- Other

Funding Policy

- Limits (eg. one per year, skip a year if funded)
- Nonprofit/For profit (match, % of project cost, other)
- Loan

Project Grants

- Preview
- Amendments/supplemental request

Promotional Grants

- “Non-traditional” promotional plans/fund use
- Marketing workshop – best practices for social media promotion

Discussion Items

Retail Infrastructure Grants

- Restructure
- Eliminate

Marketing Grant Opportunities

- Increase awareness of grant programs – broader distribution of notices
 - Email outreach – in-house list and nonprofit organizations
 - MCDC social media
 - City of McKinney e-newsletter
 - In-person presentations to targeted groups
- Workshop for potential applicants

Other

- All entities (for profit, nonprofit, city follow same process – no special accommodation)
- Public/private financial model
- Proactive efforts to drive destination entertainment facilities or other priority initiatives
- Create rubric/tool to use for consistent evaluation of applications
- Additional considerations for ETJ projects

Distribution of MCDC Funding: 1996-2021

- Community Projects
- Economic Development
- City of McKinney
- McKinney Parks & Rec
- Low-Income Housing
- Recreation (non P&R)
- Museum/Attractions
- Entertainment
- Public Transit

