

Grant Applicants Spring 2020 – Revised COVID-19

The Marketing Committee discussed on April 20, 2020 how to handle disbursement of the remaining \$22,088.69 of available grant funds.

The committee had formulated a recommendation at the last committee meeting on March 6, 2020 for the Board to vote on at the March 24, 2020 Board Meeting. This board meeting was cancelled due to the COVID-19 outbreak which also spurred the cancellation of several events for which grants were recommended. The Committee members discussed the following grants:

Grant Applicant	Asking Money	Discussed to award on March 6, 2020	New award recommendation
Cancelled Events			
Marching Music Made in McKinney	\$10,000	\$10,000	Rescheduled for 2021, therefore no grants will be awarded this cycle
Game Day Foods, LLC (DBA Bernard's Gourmet Foods)	\$2,500	\$500	Rescheduled for 2021, therefore no grants will be awarded this cycle
Pending Events			
Heard-Craig Center for the Arts	\$5,280	\$1000	Are required to submit a letter of intent to Visit McKinney by May 20, 2020 to still hold the event before the end of the Fiscal Year 2019/2020. The Marketing Committee will meet again before the May 26, 2020 Visit McKinney Board meeting to make any further recommendations based on information from the letters of intent from remaining applicants.
SBG Hospitality	\$8,500	\$5000	
You're My Favorites dba McKinney Summer Opera	\$7,500	\$3000	
Award Recommended			
The Heritage Guild of Collin County	\$2,500	\$2500	The grant application for The Heritage Guild of Collin County is not tied to a specific event; instead grant money will be used for the advertisement and promotion of weddings at Chestnut Square on Yelp and Here Comes the Guide. The Board recommends \$2500 to be awarded.
Total	\$36,280.00	\$22,000	\$2,500