



May 8, 2018

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

**Project Grants**

Public Hearings were held on the following Project Grant applications submitted to MCDC for the second grant cycle:

Collin County History Museum	\$ 3,900	Solar and glass coatings for museum windows to protect furniture and artifacts
North Collin County Habitat	\$877,521	Infrastructure, site preparation, professional design, structural, mechanical, electrical and plumbing services for the Cotton Groves Project
Boys and Girls Club	\$ 40,000	Reimbursement for repairs to roof at McKinney Clubhouse
Boys and Girls Club	\$ 30,000	Repair/refurbish recreational equipment, club damage resulting from damaged roof
Hub 121	\$400,000	Construct park/pavilion space/entertainment stage. \$200,000 grant at CO for partial reimbursement of construction cost/\$200,000 sales tax grant based on 50% of MCDC 1/2 cent sales tax generated from the project over a maximum of 4 years.
Elemental Essentialz	\$ 40,000	Infrastructure costs to open a grocery/café at 110 Tennessee Street

Action on the requests will be scheduled for the May board 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)

### **Craig Ranch Resort Hotel**

McGough Development provided an update on the project. Work continues to secure financing for the hotel and conference center; the HVS market study has been updated and continues to support the investment analysis; the hotel branding and positioning exercise has been completed with Spark (Marriott recommended branding company) in preparation for obtaining final approval for an Autograph Collection property; a Marriott franchise term sheet has been signed; schematic and landscape plans have been completed by Merriman Anderson Architects and SWA Landscape Architects; McGough has completed selection of major subcontractors including mechanical and electric design-build subs; McGough has opened an office in Dallas to support the project and expand its local presence in the DFW market.

### **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.

Ads promoting McKinney for retail development are scheduled for Texas Real Estate Business, RED News and the ICSC ReCon program that will be distributed to 30,000 plus attendees at the ReCon Convention..

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.

### **Retail Recruitment**

MCDC and City Manager’s Office staff will participate in ICSC’s ReCon in Las Vegas, May 21-23, 2018. The City of McKinney will included in The Retail Coach’s booth during the convention.

### **Other**

**Cultural District Designation:** MCDC board members will join the Main Street board, along with MCVB, McKinney Arts Commission, Parks & Rec and Library board members to participate in an input session regarding a Cultural District Designation for McKinney.

A cultural district is the anchor of a recognized, labeled, mixed-use area of a community in which there exists a high concentration of arts and cultural facilities, individual artists and events that are promoted to attract cultural tourists.

The Texas Commission on the Arts encourages communities with a concentration of arts & cultural assets in one walkable area of the city to promote to visitors and residents to apply for the designation.

**SERVE McKinney – City Board and Commission Recruitment:** MDCDC will sponsor SERVE McKinney, hosted by the McKinney Chamber’s Alumni Network on June 7, 2018 at the Collin Higher Education Center. The event promotes opportunities for McKinney residents to serve on city and county boards and commissions and area nonprofit boards.



**TOGETHER**

**SERVE McKinney**

Open House Sponsor: McKinney Community Development Corp.

**Thursday, June 7 / 5:30 - 7:00 pm**

**Collin Higher Education Center**

3452 Spur 399 (NE Corner Hwy 121 & 75 Central) McKinney, TX 75069

**Meet reps of City & County boards and commissions plus area non profits.**

**Discover how YOU can give back!**

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