

June 11, 2019

TO: MCVB  
FROM: Cindy Schneible, MCDC President  
RE: MCDC Update

### Project Grant Funding

The MCDC board approved the following project grant applications at the meeting on May 23, 2019.

#### Project Grant Applications – Cycle II – FY 19

#19-06	Salvation Army-McKinney Corps Community Center	Replacement of gymnasium floor in Community Center	\$33,917.90
#19-07	Heritage Guild of Collin County	Multiple projects at Chestnut Square	\$59,500.00
#19-08	North Texas Family Health Foundation	Horizontal infrastructure for Federally Qualified Health Center	\$800,000.00
#19-09	City of McKinney, Department of Housing and Community Development	Property maintenance and repair for low income families	\$150,000.00

\$1,043,418

### Promotional and Community Event Grants

The application period for the second and final cycle of this year's Promotional grants closed May 31, 2019. Information regarding applications received is provided below. Grant requests will be presented to the MCDC board at the June 27, 2019 meeting. Board action will be scheduled for July.

#### Promotional and Community Event Grant Applicants - Cycle II - FY 19

P&C 19-09	Heritage Guild	Farmers Market, Ghost Walk (Oct), Murder Mystery (Aug), Holiday Tour (Dec)	\$ 12,500.00
P&C 19-10	Chuck's Auto Repair	Car Show - May 16, 2020	\$ 10,000.00
P&C 19-11	Crape Myrtle Trails Foundation	CMT 5K & 10K - Sept 28, 2019	\$ 15,000.00
P&C 19-12	Direction 61:3	Christmas Mosaix Concert - Dec 21, 2019	\$ 5,000.00
P&C 19-13	McKinney Rotary Club	Parade of Lights --Dec 14, 2019	\$ 7,500.00

P&C 19-14	SBG Hospitality	McKinney Wine & Music Festival	\$ 15,000.00
P&C 19-15	McKinney Main Street	Home for the Holidays/Small Business Sat -- Nov 29-Dec 1, 2019	\$ 15,000.00
P&C 19-16	McKinney Lacrosse	Fall Tournament -- Oct, 2019	\$ 9,400.00
P&C 19-17	MISD	NCAA D2 Championship -- Dec 21, 2019	\$ 15,000.00
			<b>\$ 104,400.00</b>

### **Joint Meeting with Parks and Recreation Advisory Board**

The MCDC and Parks and Recreation Advisory boards participated in a joint meeting on May 9<sup>th</sup>. Upcoming Parks projects were reviewed with members of both boards providing input on prioritization of the projects. A report on the outcome of the priority discussion will be prepared by Parks Director Michael Kowski.

### **SERVE McKinney**

MCDC sponsored the annual SERVE McKinney event, hosted by McKinney Chamber and Leadership McKinney Alumni Network on June 6<sup>th</sup> at the Collin College Conference Center. Representatives from McKinney Boards and Commissions, County Boards and area nonprofit organizations were on hand to provide information about volunteer opportunities and board service to interested McKinney residents.

### **Strategic Priorities for Project Grant Funding**

The board discussed priorities for project funding at the April 25<sup>th</sup> meeting. Below is the list of categories identified. These are not ranked – all were viewed as important:

- Destination park to include performance area/venue in close proximity to cultural arts district
- Low income housing – construction and/or repairs
- Hike and bike trail development to facilitate connectivity (with other parks, downtown, retail, etc.)
- Development/construction of network of parks and park facilities
- Destination retail/dining/entertainment
- Public transportation (state law permits facilities and equipment only)
- Restore/refurbish/update existing parks
- Redevelopment of Cotton Mill and Flour Mill
- East McKinney amenities
- Large scale/destination entertainment theme park or attraction
- Medical facility to serve the underserved community
- Community projects/facilities to support youth organizations and activities
- Signage – wayfinding, promotional, parks – including directional, historical, educational and environmental messaging
- Downtown improvements – to enhance cultural district

### **Marketing/Promotion/Advertising**

The City of McKinney was represented at ICSC's RECon in Las Vegas May 19-22 by Assistant CM Barry Shelton and Cindy Schneible. Booth space was provided by the city's consultant The Retail Coach for meetings with a variety of developers interested in exploring opportunities in McKinney. In addition to a presence at the show – the RECon Program directory included a full-page ad promoting retail opportunity in McKinney. Follow-up meetings with prospects are scheduled for this month.

MCDC continues to place print ads, with a buy local/investment in quality of life – 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.

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. MCDC is partnering with the city to fund an ad promoting McKinney in the May issue of the Plano/Frisco edition of *Modern Luxury* magazine.