



December 9, 2020

TO: MEDC
Visit McKinney

FROM: Cindy Schneible

RE: MCDC Update

General Information

FY 21 Grants

Promotional and Community Event Grants

Below is information about the Promotional and Community Event grant applications submitted for consideration in Cycle I. Total funding available is \$100,000. The requests will be presented to the MCDC board at the meeting on December 17th, board action will be scheduled for the January 28th meeting.

Promotional & Community Event Grants -- 2021 Cycle I			
	Applicant	Event(s)	Amt. Requested
21-01	Kiwanis Club of McKinney	2021 Triathlon	\$2,500
21-02	SBG Hospitality	2021 Spring Sip & Stroll Series	\$15,000
21-03	Heritage Guild of CC	Farmers Market, Education, Murder Mystery, Farm to Table Dinner, Crank-off	\$12,500
21-04	CC History Museum	2021 Then & Now	\$10,025
21-05	Colorful Collaborations	Legacy Keepers 2021 events	\$2,000
21-06	McKinney Garden Club	2021 Art Meets Floral	\$7,700
21-07	Ovation Academy of Performing Arts	2021 Spring/Summer Productions	\$11,500
21-08	St. Peter's Episcopal Church	2021 Empty Bowls	\$7,500
21-09	McKinney Main Street	Arts in Bloom	\$7,500
21-10	Virtual Town Tours	Virtual McKinney tour	\$15,000
			\$91,225

TUPPS Brewery Expansion

The deadline for submittal of responses to the CMAR RFP/Q, to identify a general contractor for the TUPPS project, is Friday, December 11th. Evaluations will be completed the week of December 14th. TUPPS'goal is to have a GC in place in early January.

Bi-weekly progress meetings continue, for updates on design, project status including streets, utilities engineering, environmental, parking and other components of the project.

Strategic Priorities

MCDC board members continued discussion regarding strategic priorities for project funding at the November meeting. Priorities established are attached.

Collin County Habitat for Humanity – The Cotton Groves

Collin County Habitat hosted an open house on December 2nd, at their location on Couch Street, to provide the public with an opportunity to tour The Cotton Groves prototype/education center. A link to a video showing the history and progress of The Cotton Groves project is provided here: [Model Townhome Tour Cotton Groves - YouTube](#)

Strategic Priorities
Revised from 11/19/20 Discussion

Housing (MCDC is limited, by statute, to funding low income)

Council Goal 4D: Create financial plans for future growth as well future maintenance

- Housing options that include low income, affordable, options for work force throughout the City of McKinney

Destination entertainment projects/venues

Council Goal 1B: Continue to develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining and shopping options and tourism.

Council Goal 1C: Provide a strong city economy by facilitating a balance between industrial, commercial, residential and open space.

Council Goal 5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

- Entertainment destinations to attract tourists to McKinney
- Possibilities include concert venue, water park, hospitality, entertainment with an intentional focus on opportunities north of U.S. 380

Multi-use/Mixed-use Projects

Council Goal 1B: Continue to develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining and shopping options and tourism.

- New concepts combining elements of restaurant/retail/programming/hospitality/ business/residential in ways that keeps McKinney unique

Historic Cultural District Support/East Side Development

Council Goal 5D: Promote reinvestment activities in McKinney's historic downtown that balance preservation of historic character and current market needs.

- Retail development
- Homes in compliance with code
- Nutritional food/produce availability
- Redevelopment opportunities

Park/Open Space Development

Council Goal 5A: Create affordable recreational and cultural arts activities for all ages throughout the city.

- Towne Lake development
- Complete existing community parks that have master plans still not complete (Bonnie Wenk, Gabe Nesbitt)
- Community garden
- East side dog park
- Upgrade/restore east side recreation centers/parks
- Land acquisition to ensure park construction and amenities in developing areas
- Recreational facilities including Apex

Preserve Open Space/Natural Areas

Council Goal 5B: Develop parks strategy to preserve green space for future park land

- Intentional focus on areas north of 380 as development moves north

Public Transportation (MCDC funding is limited to equipment and/or facilities)

Council Goal 5E: Develop sustainable quality of life improvements within the City of McKinney.

New or Existing Community Gathering Facility for specific programming focused on:

Council Goal 5A: Create affordable recreational and cultural arts activities for all ages throughout the city.

Council Goal 5E: Develop sustainable quality life improvements within the City of McKinney.

- To promote community development, artistic expression, idea-sharing, cultural understanding, diversity
- Focus on opportunities for youth
- Look for opportunities for collaboration with MPAC and Heritage Guild and other organizations

Collaborative Projects with City, MEDC and other City Partners

Council Goal 1D: Leverage the existing partnerships with MEDC and MCDC.

Council Goal 2B; Balance available resources to accommodate the growth and maintenance needs of the city.

Continued Implementation of “Buy McKinney/It’s My McKinney” Campaign

Council Goal 1E: Increase community involvement and participation within local government/community.

Signage – wayfinding, promotional

Council Goal 5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

- In parks and cultural district
- Focus on directional, historical, educational, and environmental messaging