



January 9, 2019

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

**Promotional Grant Funding**

The first cycle for FY 19 Promotional and Community Event Grants closed November 30, 2018. Eight applications were received, requesting a total of \$73,875. The total available for the Cycle is \$75,000. Applications were presented to the MCDC board at the meeting on December 20. Board action will be taken at the January 24 meeting. A list of applicants/requests is provided below.

**Promotional and Community Event Grant Applications  
 Cycle I -FY 19**

P&C 19-01	Heritage Guild	Farmers Market, Tour de Coop, Ice Cream Crank-off	\$ 7,500.00
P&C 19-02	Collin Co History Museum	McKinney Then and Now Exhibit	\$ 11,675.00
P&C 19-03	St. Peters Episcopal	Empty Bowls	\$ 7,500.00
P&C 19-04	Main Street	Cultural District Events	\$ 15,000.00
P&C 19-05	Game Day Foods	Community Garden Kitchen Star Spangled Salsa Fest	\$ 6,700.00
P&C 19-06	Kiwanis Club of McKinney	Kiwanis Triathlon	\$ 2,500.00
P&C 19-07	ManeGait	Country Fair	\$ 8,000.00
P&C 19-08	SBG Hospitality	St. Patrick's Day Festival and 5K Shamrock Run	\$ 15,000.00
			<b>\$ 73,875.00</b>

Promotional and Community grants funds may only be used for advertising, marketing and promotion of events.

### **Project Grant Funding**

The first application period for Project grants closed December 31. Five applications were received:

#### **Project Grant Applications – Cycle I – FY 19**

#19-01	Collin County Habitat for Humanity	Critical home repair	\$80,000
#19-02	City of McKinney – Apex Centre	Funds to hire and architect to develop expansion plan for Apes	\$200,000
#19-03	McKinney Parks Foundation	Funds to purchase picnic tables And benches to install in McKinney parks	\$2,000
#19-04	Collin County History Museum	Photo boards for McKinney Then and Now exhibit	\$4,007
#19-05	Heard Craig House	Upgrades to Carriage House	\$12,790

**\$298,797**

Applications will be presented to the board at the January 24 meeting with action scheduled for the February meeting.

### **Retail Development Infrastructure Grants**

Applications will be accepted for grants offered through this 2019 pilot program through January 31. The Program was created to provide funding support for infrastructure improvements for landmark retail properties within the City of McKinney.

For the purpose of this program, "landmark retail" is defined as buildings within the historic downtown area with boundaries that coincide with the "Cultural District" designation and retail redevelopment opportunities at locations that are viewed as gateways into the city.

The Retail Development Infrastructure Grants will fund infrastructure improvements that are **exterior** to a property, **necessary to promote or develop new or expanded business enterprises**, and include:

- Sewer
- Water
- Electric Utilities
- Gas Utilities
- Drainage

Up to 50% of project cost is eligible – with a maximum of \$25,000 possible. Additionally, the property owner/business owner must match the amount that is requested from MCDC.

### **Quality of Life Award**

MCDC accepted nominations for the 2019 Quality of Life Award through January 4. The board will review the nominations and select both an individual and organizational winner. The award will be presented at the McKinney Chamber's Community Awards Celebration on February 22, 2019.

### **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.

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. Most recent collaborations included funding support for a McKinney promotional video with Chet Garner – host of The Day Tripper; and MCDC has partnered with MCVB to pursue advertising opportunities with Bus Tours magazine.

MCDC funded a booth at ICSC's Red River States Conference and Deal Making Conference January 9-11, 2019 in Ft. Worth – to promote retail opportunities in McKinney. Additionally, MCDC purchased the cover of the January issue of REDNews – which will feature HUB 121 and retail trade area demos.