



June 12, 2018

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

**Project Grants**

The MCDC board approved the following project grant applications at the meeting held May 24, 2018:

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.

The following grant application was not approved for funding:

Elemental Essentialz	\$ 40,000	Infrastructure costs to open a grocery/café at 110 Tennessee Street
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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)

### Promotional and Community Event Grants

Deadline for the final cycle for Promotional and Community Event grants during the current fiscal year was Thursday, May 31<sup>st</sup>. \$75,000 in funding is available. The maximum amount for any single award is \$15,000. Funds awarded must be used for advertising and marketing of events that showcase McKinney and contribute to business development and/or tourism. Below is the list of applicants:

Organization	Event	Amount Requested
Collin County Master Gardeners	Collin County Garden Show	\$ 10,000
Crape Myrtle Trails Foundation	Crape Myrtle Trails Run	\$ 8,780
Éclair Bistro	Digital Projection	\$ 15,000
Heard Craig Center for the Arts	Schön Everywhere - International Pop-up Gallery	\$ 6,030
Heard Wildlife Museum	Heard After Hours Monthly event featuring Magic Planet and other Activities	\$ 2,500
Heritage Guild of Collin County	Farmers Market (fall), Legends of McKinney Ghost Walk, 45th Holiday Home Tour	\$ 12,000
McKinney Main Street	Home for the Holidays	\$ 15,000
SBG Hospitality	McKinney Wine and Food Festival	\$ 15,000
McKinney Rotary Foundation	Rotary Parade of Lights	\$ 5,000
Volunteer McKinney	Santa on the Square	\$ 4,000
<b>Total Requested</b>		<b>\$ 93,310</b>
<b>Total Available</b>		<b>\$ 75,000</b>

### 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 participated in ICSC’s ReCon in Las Vegas, May 21-23, 2018. The City of McKinney was included in The Retail Coach’s booth during the convention.

**Other**

MCDC sponsored SERVE McKinney, hosted by the McKinney Chamber’s Alumni Network on June 7, 2018 at the Collin Higher Education Center. The event showcased city boards and commissions and nonprofit organizations, and promoted opportunities for McKinney residents to get involved in the community.

**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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**LM**  
ALUMNI  
NETWORK