



September 11, 2017

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

### **Project Grants**

The MCDC board approved the following Project grant requests at the August 24th meeting:

#### **North Collin County Habitat for Humanity - \$331,072**

Land Acquisition – 5 lots (5@25,000 each); Lot prep and survey (\$35,850) total \$160,850  
Home repair – 15 homes \$112,500 (15 @ \$7,500 each)  
MISD/Job Corp Home Build Project - \$57,722 (finished home will be provided to NCCHF client)  
Request represents 36% of project total.

#### **McKinney Housing Authority - \$500,000**

Merritt McGowan Manor renovation, reconstruction and expansion  
Amount requested represents 50% of estimated gap left after 9% tax credit award and equity loan.

#### **Heritage Guild of Collin County - \$65,000**

Repairs to "Two Bit" Taylor Inn and campus-wide irrigation system.  
Request represents 100% of project cost. Utilizing volunteer labor and individual contractor HGCC estimates a project savings of 10-15%.

A Public hearing was conducted on the following item at the August 24th meeting. Board action will be scheduled for the September meeting.

#### **McKinney Air Center - \$4,000,000**

Construction of additional hangars; expanding parking capacity; upgrade of FBO facility  
Board action will be scheduled for the September 28<sup>th</sup> meeting.  
*If this request is approved by the MCDC board, funding will come from fund balance.*

### **Promotional and Community Event Grants**

The following events, supported by MCDC Promotional Grant funds are scheduled for September and October:

Crape Myrtle Trails Run	September 23 <sup>rd</sup>
Main Street – Oktoberfest	September 22-24 <sup>th</sup>
Mission Regan Golf Tournament	October 6 <sup>th</sup>
NCCHFH – Birthday Bash and Monster Mash	October 28 <sup>th</sup>
Chestnut Square – Farmers Market	Saturdays 8-noon through Oct
Chestnut Square Legends of McKinney Ghost Walk	October 28 <sup>th</sup>

### **Quality of Life Survey**

MCDC is seeking citizen input on priorities for quality of life amenities in McKinney. The survey can be accessed through September 29<sup>th</sup> through the Virtual Town Hall portal on the city's website: [www.McKinneyTexas.org/VirtualTownHall](http://www.McKinneyTexas.org/VirtualTownHall)

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

MCDC continues to place print ads, with a buy local/impact to the community – message. Publications/outlets include: McKinney Historic Preservation Calendar; 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; and retail publications -Texas Real Estate Business; RED News.

Funding support for collaborative advertising initiatives promoting McKinney for a visit, shop, dine experience includes: See McKinney First (City, MCVB, MCDC); DMagazine (City, MCDC); Modern Luxury (City, MCDC); USA Today (MCVB, MCDC); Visit Widget (MCVB, MCDC).