

August 13, 2018

TO: McKinney Economic Development Corporation

FROM: Cindy Schneible, MCDC

RE: Board Update

Promotional and Community Event Grants

The MCDC board approved Promotional and Community Event grants for the organizations listed below at the meeting on July 26:

Organization	Event	Amount Awarded
Collin County Master Gardeners	Collin County Garden Show	\$ 9,000
Heard Craig Center for the Arts	Schon Everywhere - International Pop-up Gallery	\$ 5,150
Crape Myrtle Trails Foundation	Crape Myrtle Trails Run	\$ 8,000
SBG Hospitality	McKinney Wine and Music Festival	\$ 13,350
McKinney Main Street	Home for the Holidays	\$ 15,000
McKinney Rotary Foundation	Rotary Parade of Lights	\$ 5,000
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
Total Awarded		\$ 70,000

Project Grants

Public hearings were conducted on two project grant requests:

Heritage Guild of Collin County/Chestnut Square requesting \$75,000 for wrought iron fencing and signage for Chestnut Square.

McKinney Main Street requesting up to \$35,000 for a wireless speaker system in historic downtown McKinney.

Board action will be scheduled for the August 23rd meeting.

Board members approved the request submitted by McKinney Parks and Recreation in the amount of \$5.5 million for FY 19. The \$5.5 million is allocated as follows:

- \$2,150,000 – Cottonwood Park Redevelopment
- \$1,800,000 – Old Settlers Renovation
- \$1,225,000 – Parks Umbrella Fund
- \$ 150,000 – Oak Hollow Upgrades
- \$ 175,000 – Juanita Maxfield Aquatic Center Upgrades

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.

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 collaboration includes funding support for a McKinney promotional video with Chet Garner – host of The Day Tripper. MCDC will partner with MCVB to pursue advertising opportunities with Bus Tours magazine.

Additionally, MCDC funded advertising to promote retail opportunities in McKinney in REDNews, the August edition. The ads include the cover of REDNews featuring Southgate and an interior ad with retail trade area demographics and locations for several targeted sites for retail development.