

**McKinney Community Development Corporation
Meeting of the Promotional and Community Event Grant Subcommittee
January 19, 2022**

The McKinney Community Development Corporation Promotional and Community Event Grants Committee met at 4:30 p.m. on January 19, 2021, in the MCDC offices at 5900 S. Lake Forest Blvd., Ste. 110, McKinney, Texas.

MCDC board members present: Vice Chair Kathryn McGill, Secretary David Kelly and Treasurer Mary Barnes-Tilley.

Staff present: President Cindy Schneible and Administrative and Marketing Coordinator Linda Jones.

President Schneible shared that total grant requests for Cycle I are \$130,470, and our budget is \$100,000.

Factors considered for each grant application included:

- Ability to showcase the City of McKinney for purposes of business development and tourism;
- Anticipated attendance from McKinney residents and visitors to the city; and
- Number of events supported by a single grant.

After detailed discussion of each grant application, the sub-committee unanimously agreed to recommend a total of \$100,000 in grant awards as follows:

- 25 Revolutions, LLC (22-01) requested \$15,000 for promotion of a feature-length documentary set in McKinney. **The subcommittee recommends funding of \$9,500.**
- Heritage Guild (22-02) requested \$13,865 for promotion of 2022 events including but not limited to Farmers Market, Educational Programming, Murder Mystery, Farm Fresh Dinner and Bar Wars. **The subcommittee recommends funding of \$12,000.**
- SBG Hospitality (22-03) requested \$15,000 for promotion of the 2022 Sip & Stroll Series. **The subcommittee recommends funding of \$10,000.**
- Ovation Academy (22-04) requested \$12,000 for promotion of Spring/Summer productions. **The subcommittee recommends funding of \$5,000.**

- Kiwanis Club of McKinney (22-06) requested \$3,000 for promotion of the 2022 Triathlon. **The subcommittee recommends funding of \$3,000.**
- MillHouse Foundation requested \$5,005 for promotion of 2022 arts festivals. **The subcommittee recommends funding of \$5,000.**
- St. Peter's Episcopal Church (22-07) requested \$9,500 for promotion of 2022 Empty Bowls. **The subcommittee recommends funding of \$8,500.**
- DFW Series (22-08) requested \$3,000 for promotion of the 2022 DFW Series to include 17 off-road cycling events hosted at Erwin Park. **The subcommittee recommends funding of \$3,000.**
- ManeGait Therapeutic Horsemanship (22-09) requested \$10,000 for promotion of the 2022 Country Fair (Live at the 'Gait). **The subcommittee recommends funding of \$7,500.**
- McKinney Chamber of Commerce (22-10) requested \$15,000 for promotion of the 2022 McKinney Made initiative. **The subcommittee recommends funding of \$12,000.**
- Collin County History Museum (22-11) requested \$10,000 for promotion of the 2022 Then and Now Exhibit and events. **The subcommittee recommends funding of \$7,500.**
- Holy Family School (22-12) requested \$7,100 for promotion of Black History Month educational programming to include a pop-up museum and shuttle tours through Finch Park, Ross Cemetery and Doty High School. **The subcommittee recommends funding of \$5,000.**
- McKinney Main Street (22-13) requested \$12,000 for Arts in Bloom and 2022 Juneteenth events. **The subcommittee recommends funding of \$12,000.**

Treasurer Barnes-Tilley will present these recommendations to the MCDC Board at the month Board meeting on January 27, 2022.

Meeting was adjourned at 5:55 p.m.

Angela Richardson-Woods, Chair

David Kelly, Secretary