

Cayti Stein
Director of Marketing
July 2015



- *Events:*
 - Past
 -
 - Texas Heritage Festival at Heard Museum of Nature & Science on July 18
 - McKinney Aquatic and Fitness Center groundbreaking took place on July 20.
 - Utilized the opportunity to raise awareness and importance of shopping and dining in McKinney.
 - Ordered several promotional items in collaboration with Parks & Recreation Department for giveaways surrounding MAFC: water bottles; floating key chain; plastic bag; stress ball; mints; chap stick; sunscreen; paper bags
 - Also had MCDC banner created & rack card about aquatic facility (attached)
 - Upcoming
 - The Vietnam Exhibit- Thursdays, Fridays & Saturdays
 - MCDC provided a promotional grant.
http://www.collincountyhistoricalsociety.org/bar_topics/vietnam_syndrome.htm
 - McKinney Farmer's Markets
 - MCDC provided a promotional grant.
http://www.chestnutsquare.org/programs/farmers_market.asp
 - Project Grant deadline is July 31
- *Advertising*
 - See Texas First
 - Collaborative ad with MCVB, City, MCDC
 - Food Travel Magazine
 - Collaborative ad with MCVB, City, MCDC
 - Upcoming issues of HOA Magazines

- Press
 - McKinney Breaks Ground on Aquatic and Fitness Center

- *Social Media/Website*
 - Facebook- Total 951 “likes”
 - Twitter- Total 400 “followers” on Twitter

Subject: McKinney breaks ground on Aquatic and Fitness Center

Date: Thursday, July 16, 2015 at 11:39:22 AM Central Daylight Time

From: Denise Lessard



City of McKinney Media Advisory

Media Contact:

CoCo Good
Communications and Marketing Director
cgood@mckinneytexas.org
972-547-7508 (office)
214-585-3610 (cell)

Denise Lessard
Communications and Media Specialist
dlessard@mckinneytexas.org
972-547-7556 (office)
214-686-1521 (cell)

Editor's note: This event is not intended for public attendance.

McKinney breaks ground on Aquatic and Fitness Center

McKINNEY, Texas (July 16, 2015) – The City of McKinney will hold a groundbreaking ceremony for the new Aquatic and Fitness Center located at Gabe Nesbitt Community Park at 9 a.m. on July 20.

The 80,000 square foot facility will include a gymnasium, sports courts with an elevated track, fitness areas, indoor 25 meter competition pool and indoor leisure pool and an outdoor leisure pool with 10,000 square feet of surface water. It is scheduled to be complete by December 2016. Renderings of the facility can be found on the [city's website](#).

Where: Gabe Nesbitt Community Park, 3003 Alma Rd.

When: Monday, July 20, 9 a.m.

Photo/Video opportunity: Groundbreaking ceremony on site, official remarks, renderings

Interview opportunity: City officials, local dignitaries, parks and recreation staff



Eat Well, McKinney

Whether you're looking for a quick bite or a night out, McKinney, Texas - just 30 minutes north of Dallas - has a place to suit your taste. Wander the one-of-a-kind shops of Historic Downtown McKinney and experience the local flavors of farm-to-table eateries, savor a meal in a gourmet restaurant or relax and enjoy a drink at a pub or wine room. Annual events such as Oktoberfest and Home for the Holidays - A McKinney Christmas continue to bring the spotlight to downtown McKinney.

visitmckinney.com/ftm



Did You Know...



Local Dining & Shopping Helped Fund

McKINNEY AQUATIC & FITNESS CENTER

MCDC Funding: \$33,000,000

Location: Gabe Nesbitt Community Park

Construction is scheduled to begin in 2015 on a state-of-the-art, 80,000 square-foot aquatic and fitness center. This facility will include a 25-yard-by-25-meter pool for competitive and lap swimming, leisure pools, and an outdoor leisure and recreation pool. Additionally, fitness components will include weight training equipment, sports courts, an elevated track, childcare facility and multipurpose rooms.

In 1996 McKinney voters approved a half-cent sales tax to support quality of life projects. Since then, the McKinney Community Development Corporation has approved investments totaling more than \$107 million.

Any project designated with the "My McKinney" icon lets you know your local dining & shopping helped make it a reality.



McKinneyCDC.org