

March 12, 2019

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

Project Grant Funding

The MCDC board approved five project grant applications at the February 28th meeting.
Project Grant Applications – Cycle I – FY 19

#19-01	Collin County Habitat for Humanity	Critical home repair for low income families in McKinney	\$80,000
#19-02	City of McKinney – Apex Centre	Funds to hire and architect to conduct needs assessment and develop expansion plan for Apex	\$150,000
#19-03	McKinney Parks Foundation	Funds to purchase and install 10 picnic tables and 2 benches along the nature trail by the Community Center	\$2,000
#19-04	Collin County History Museum	Photo boards for the foyer and gallery of the Museum	\$4,007
#19-05	Heard Craig House	Upgrades to Carriage House	\$12,790

\$248,797

The second cycle for Project grant applications will be open March 1-31. Applications received will be presented to the board at the April 25th meeting.

Retail Development Infrastructure Grants

A public hearing was held on a grant application submitted by Local Yocal Farm to Market for reimbursement of expenses related to infrastructure improvements at Local Yocal BBQ and Grill. Retail Development Infrastructure Grants will provide reimbursement for up to 50% of eligible expenses (infrastructure exterior to a building) with a maximum award of \$25,000. Board action on the request will be scheduled for the March 28th meeting.

Under the pilot program, eligible expenses include:

- Sewer
- Water
- Electric Utilities
- Gas Utilities
- Drainage

Habitat for Humanity of Collin County – Cotton Groves Project

The city has approved the temporary site plan for the Cotton Groves Shipping Container Training Center that will be located in the parking lot behind Habitat's administrative offices on Couch Drive.

The training center will be a replica of the homes that will be constructed on 2.75 acres of land at 603 Bumpas Street. The center is expected to be open by the end of March.

Approval that will allow Habitat to move forward on infrastructure bids and development for the Cotton Groves project was also secured.

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.

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. MCDC is partnering with the city to fund an ad promoting McKinney in the May issue of the Plano/Frisco edition of *Modern Luxury* magazine.