

**McKinney Community Development Corporation
Meeting of the Promotional and Community Event Grant Subcommittee
January 20, 2021**

The McKinney Community Development Corporation Promotional and Community Event Grants Committee met at 5:00 p.m. on January 20, 2021, in the MCDC offices at 5900 S. Lake Forest Blvd., Ste. 110, McKinney, Texas.

MCDC board members present: Secretary Mary Barnes-Tilley, David Kelly, John Mott.

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

Linda Jones reminded the subcommittee that there is a \$100,000 budget allocation for Cycle I. Applicant requests total \$91,225.

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 and outside of McKinney;
- Number of events supported by a single grant; and
- Grants awarded from other City entities.

After detailed discussion of each grant application, the sub-committee agreed unanimously to recommend a total of \$61,000 in grant awards as follows:

- Kiwanis Club of McKinney requested \$2,500 to support advertising and promotion of the 2021 triathlon. **The subcommittee recommends funding of \$2,500.**
- SBG Hospitality requested \$15,000 to support advertising and promotion of the 2021 Sip & Stroll Series in Downtown McKinney. **The subcommittee recommends funding of \$12,500.**
- Heritage Guild of Collin County requested \$12,500 to support marketing and promotion of 2021 Farmers Market, educational workshops, Murder Mystery, Ice Cream Crank-off and Farm to Table Event. **The subcommittee recommends funding of \$12,500.**
- Collin County History Museum requested \$10,025 to promote the *McKinney Then and Now* exhibit in 2021. **The subcommittee recommends funding of \$6,500.**

- Colorful Collaborations requested \$2,000 for the promotion of Legacy Keeper 2021 events. **The subcommittee recommends funding of \$2,000.**
- McKinney Garden Club requested \$7,700 for promotion of the 2021 Arts Meets Floral exhibit. **The subcommittee recommends funding of \$5,000.**
- Ovation Academy of Performing Arts requested \$11,500 for advertising and promotion of their 2021 Spring/Summer productions. **The subcommittee recommends funding in the amount of \$5,000.**
- St. Peter's Episcopal Church requested \$7,500 for the promotion of 2021 McKinney Empty Bowls. **The subcommittee recommends funding of \$7,500.**
- McKinney Main Street requested \$7,500 to promote the 2021 Arts in Bloom. **The subcommittee recommends funding of \$7,500.**
- Virtual Town Tours requested \$15,000 to promote McKinney businesses and events through a virtual tour of McKinney. **The subcommittee recommends no funding.**

Meeting was adjourned at 6:05 p.m. Subcommittee member John Mott or David Kelly will present these recommendations to the MCDC Board at the monthly board meeting on January 28, 2021.

Mary Barnes-Tilley, Board Secretary