

**McKinney Community Development Corporation  
Meeting of the Promotional and Community Event Grant Subcommittee  
July 10, 2024**

The McKinney Community Development Corporation Promotional and Community Event Grants Committee met at 4:00 p.m. on July 10, 2024, in the MCDC offices at 7300 SH 121, Suite 200, McKinney, Texas.

**MCDC Board Members Present:** David Riche, Joy Booth and Chris Wilkes

**Staff Present:** President Cindy Schneible and Grant Program and Marketing Manager Linda Jones.

Linda Jones confirmed that total grant funds available for Cycle 2 are \$154,606, including reappropriations of \$54,606 in unspent funds from FY 2023. She reminded everyone that the requirement for this grant is that the event(s) must showcase the City of McKinney for purposes of business development and/or tourism.

Each application was discussed in detail with careful consideration given to the following:

- ability to showcase City of McKinney for purposes of business development and/or tourism,
- anticipated attendance from McKinney residents and visitors to the city,
- data from past events,
- number of events supported by a single grant,
- past grants awarded,
- new versus repeat events, and
- grant recipient's investment in marketing and promotions (as percentage of total marketing budget).

After detailed discussion, the subcommittee unanimously agreed to recommend a total of \$110,050 in grant awards as follows:

- PC 24-14 submitted by McKinney Chamber Foundation in the amount of \$9,350 for the promotion of 2024 Dia de los Muertos. **Subcommittee recommends funding in the amount of \$9,350.**
- PC 24-15 submitted by Heritage Guild of Collin County in the amount of \$15,000 for the promotion 2024 Fall and Winter events at Chestnut Square. **Subcommittee recommends funding in the amount of \$13,000.**

- PC 24-16 submitted by Texas Women Society in the amount of \$13,500 for the promotion of Lunar Harvest event. **Subcommittee recommends funding in the amount of \$8,000.**
- PC 24-17 submitted by Rotary Club of McKinney in the amount of \$7,500 for the promotion of the 2024 Parade of Lights. **Subcommittee recommends funding in the amount of \$7,500.**
- PC 24-18 submitted by McKinney Repertory Theatre in the amount of \$14,265 for the promotion of 2024-2025 season performances. **Subcommittee recommends funding in the amount of \$12,500.**
- PC 24-19 submitted by The Warriors Keep in the amount of \$15,000 for the promotion of the 2024 Veterans Day event and fundraiser. **Subcommittee recommends funding in the amount of \$5,000.**
- PC 24-20 submitted by Art Club of McKinney in the amount of \$6,800 for the promotion of 2024 shows including Student Show, Member Show, and Art Meets Poetry. **Subcommittee recommends funding in the amount of \$4,200.**
- PC 24-21 submitted by McKinney Chamber Foundation in the amount of \$10,000 for the promotion of 2025 Black History Month events. **Subcommittee recommends funding in the amount of \$10,000.**
- PC 24-22 submitted by Adriatica Business Association in the amount of \$4,000 for the promotion of 2024 events at Adriatica Village. **Subcommittee recommends funding in the amount of \$4,000.**
- PC 24-23 submitted by McKinney Library Foundation in the amount of \$8,478 for the promotion of 2024 Fall and Winter cultural events at McKinney Public Libraries. **Subcommittee recommends funding in the amount of \$4,500.**
- PC 24-24 submitted by Young Actors Guild of McKinney in the amount of \$3,000 for the promotion of 2024-2025 season performances. **Subcommittee recommends funding in the amount of \$3,000.**
- PC 24-25 submitted by SBG Hospitality in the amount of \$15,000 for the 2024 Wine and Music Festival at District 121. **Subcommittee recommends funding in the amount of \$5,000.**

- PC 24-26 submitted by Collin County Master Gardeners in the amount of \$15,000 for the promotion of 2025 Garden Show, plant sales, workshops, and A Walk in the Park. **Subcommittee recommends funding in the amount of \$11,000.**
- PC 24-27 submitted by McKinney Main Street in the amount of \$13,000 for the promotion of 2024 Oktoberfest. **Subcommittee recommends funding in the amount of \$13,000.**

In addition, subcommittee discussed revising grant guidelines to require all applicants to be specific regarding events for which they are requesting funding. Changes to those events or adding events should require a letter of request to be evaluated and potentially approved by the subcommittee.

Secretary Riche will present these recommendations to the MCDC Board at the month Board meeting on July 25, 2024.

Meeting was adjourned at 6:10 p.m.

These minutes were approved by the Board on \_\_\_\_\_.

---

Angela Richardson-Woods, Chair

---

David Riche, Secretary