

McKinney Community Development Corporation  
Promotional and Community Event Grant Subcommittee Meeting  
February 4, 2016

The McKinney Community Development Corporation Promotional and Community Event Grant Committee met at noon on February 4, 2016 in the MCDC offices at 5900 S. Lake Forest Blvd., Ste. 110, McKinney, Texas.

Board members present were David Myers, Michelle Gamble and Rick Glew. President City Schneible was also present.

The subcommittee reviewed nine applications seeking grant funds for promotional and community events, totaling \$82,750. A maximum of \$50,000 is allocated for funding promotional grants during the current cycle.

Following discussion, the subcommittee made the following recommendations for funding advertising, marketing and promotional activities for the following applicants:

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|--|----------|
| • Run for Cover/3e McKinney  | \$ 3,000 |
| • Crape Myrtle Trails of McKinney-Run the Trails                       | \$ 3,000 |
| • Embrace Waiting Children-Fairways for Families                       | \$ 2,000 |
| • Heard Wildlife Museum-Texas Heritage Festival                        | \$ 2,500 |
| • Heritage Guild of Collin County-Farmers Market & Ice Cream Crank-off | \$ 6,500 |
| • Kiwanis Club of McKinney-Historic McKinney Triathlon                 | \$ 3,000 |
| • ManeGait Therapeutic Horsemanship-Gala at the Gait                   | \$ 4,000 |
| • McKinney Main Street-Arts in Bloom                                   | \$12,000 |
| • Smiles Charity-2016 Concert  | \$ 5,000 |
| • The WERX-multiple events   | \$ 9,000 |

The committee recommendations will be presented to the full board for action at the meeting on February 25, 2016 with a request for approval.

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Scott Elliott, Chairman