



November 15, 2017

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

2017 Grant Funded

The following page provides a summary of Promotional and Community Event Grants and Project Grants funded by MCDC in FY17.

Promotional and Community Event Grants

Applications are being accepted for the first cycle of Promotional Grants through November 30, 2017. The total pool of funds available for this round is \$75,000. Applicants will present their requests at the December board meeting. Board action will be scheduled for the January MCDC meeting.

The following events, supported by MCDC Projotional Grant funds are scheduled for the October-November timeframe:

Santa on the Square November 24th – December 17th

Quality of Life Award

MCDC is soliciting nominations for both an individual and organization to receive the annual Quality of Life Award at the Chamber’s annual Community Awards Celebration on February 23, 2018. The award will be promoted via social media and email – with announcements going out the first week of November.

Marketing/Promotion/Advertising

MCDC continues to place print ads, with a buy local/impact to the community – message. Publications/outlets include: McKinney Historic Preservation Calendar; Parks and Rec Guide; Craig Ranch and Stonebridge Ranch HOA News; Community Impact News; McKinney (Chamber) Online advertising; Apex Centre – digital ads and radio spots; PSA sponsorship; and retail publications -Texas Real Estate Business; RED News.

Funding support for collaborative advertising initiatives promoting McKinney for a visit, shop, dine experience includes: See McKinney First (City, MCVB, MCDC); DMagazine (City, MCDC); Modern Luxury (City, MCDC); USA Today (MCVB, MCDC); Visit Widget (MCVB, MCDC).

ICSC Texas Deal Making Conference – MCDC funded and staffed a City of McKinney booth, November 8-10.

**McKinney Community Development Corporation
Grants and Transfers - FY 16-17 (Final)**

Category	Grant/Transfer	Amount
Promotional & Community Events	MCDC Discretionary	\$ 100,000.00
	3e McKinney - Run for Cover	\$ (3,750.00)
	Collin County Historical Society - WWI Centennial Commemoration	\$ (6,225.00)
	Heard Craig - Art Meets Floral	\$ (3,000.00)
	Heritage Guild of Collin County - Farmer's Market; Tour de Coop; Ice Cream Crank-off	\$ (12,500.00)
	Kiwanis Club of McKinney - Historic McKinney Triathlon and Kids Triathlon	\$ (3,525.00)
	McKinney Main Street - Arts in Bloom	\$ (15,000.00)
	Texas Artists/DEAR Texas - McKinney Book Festival	\$ (6,000.00)
	Volunteer McKinney - Santa on the Square	\$ (2,000.00)
	NCCHF - Monster Mash Birthday Bash	\$ (3,500.00)
	McKinney Rotary Foundation - Parade of Lights	\$ (3,500.00)
	Heritage Guild of Collin County Farmers Market, Ghost Walk, Holiday Home Tour	\$ (9,000.00)
	Arts & Music Guild - McKinney Art Studio Tour	\$ (5,000.00)
	Collin County Master Gardeners - 2018 Garden Show	\$ (6,000.00)
	McKinney Main Street - Oktoberfest	\$ (15,000.00)
	Mission Regan - Golf Tournament	\$ (1,000.00)
	Embrace Texas - Child to Family Event	\$ (1,000.00)
	Crape Myrtle Trails Foundation - Run the Trails	\$ (4,000.00)
	Balance	\$ -
Community Projects	MCDC Discretionary	\$ 1,259,745.00
	#17-02 McKinney Main Street - Polaris Gem	\$ (25,000.00)
	#17-03 Collin County Historical Society and Museum - Display Cases	\$ (7,062.00)
	#16-06 McKinney Rotary Foundation All Abilities Playground - Amendment to Increase Funding (total now \$275,000)	\$ (75,000.00)
	#16-03 McKinney Armed Services Memorial Board Gold Star Memorial - Amendment to Increase Funding (total now \$165,000)	\$ (20,000.00)
	#17-06 North Collin County Habitat for Humanity - Land Acquisition and Lot Preparation; Exterior Home Repairs; Material Costs for MISD/North Texas Job Corp Project Home	\$ (331,072.00)
	#17-07 McKinney Housing Authority - Rehabilitation, Reconstruction and Expansion of Merritt McGowan Manor	\$ (500,000.00)
	#17-08 Heritage Guild of Collin County - Repairs to Taylor Inn and Campus-wide Irrigation System	\$ (65,000.00)
	Balance	\$ 236,611.00
Projects - Parks & Recreation	Project #15-04	\$ 5,500,000.00
	Hike & Bike Trails	\$ (480,000.00)
	Prosper ISD Neighborhood Park	\$ (705,000.00)
	Gray Branch Phase I	\$ (770,000.00)
	Land Acquisition	\$ (2,270,000.00)
	Frisco ISD Neighborhood Park	\$ (825,000.00)
	Park Accessibility/ADA Compliance Plan	\$ (250,000.00)
	Erwin Park Phase I	\$ (200,000.00)
	Balance	\$ -
MPAC Operations		\$ 375,000.00
	Balance	\$ (375,000.00)
MAFC Operations		\$ 1,040,093.00
	Balance	\$ 1,040,093.00
Community/Partnership Projects	Fund Balance	\$ 30,423,420.00
	#17-01 Dr Pepper StarCenter Expansion (\$3,500,000 funded by Fund Balance)	\$ (3,500,000.00)
	#17-04 Resort Hotel and Conference Center at Craig Ranch Loan - repayment at 3% interest	\$ (5,000,000.00)
	#17-04 Resort and Conference Center at Craig Ranch - Grant - Payout FY 20	\$ (3,000,000.00)
	#17-10 City of McKinney/McKinney National Airport - Improvements to FBO; Parking; Hangar Construction	\$ (4,000,000.00)
	Balance	\$ 14,923,420.00