



July 14, 2021

TO: McKinney Economic Development Corporation  
Visit McKinney

FROM: Cindy Schneible, President

### **McKinney Community Development Corporation Update**

- FY 21 Project Grants
  - MCDC received the following discretionary project grant applications prior to the June 30 deadline:
    - Habitat for Humanity of Collin County - \$176,174 to fund construction of the amenity center at the Cotton Groves Community. This amount would be added to the \$500,000 in grant funds previously approved.
    - Heard-Craig Center for the Arts - \$239,494 to fund improvements to Heard-Craig Historic Museum including repairs, paint, lighting, landscaping, security system, installation of walkways and signage.
    - Collin County Children's Advocacy Center - \$250,000 for site improvements including water, drainage and sanitary sewer for new facility that will be located at the intersection of Harroun Avenue and Heritage Drive in McKinney.
  - Public hearings will be conducted on the applications listed above at the board meeting on July 22, 2021.
  - Board action will be scheduled for the August 26<sup>th</sup> board meeting.
  - Balance available for discretionary project grants for the remainder of FY 21 is \$865,667.44.
  - Additional Project Grant Information
    - McKinney Parks and Recreation Department submitted an application for the \$5.5 million allocated for Parks CIP funding in FY21-22. Projects that will be funded include park and facility redevelopment and improvements, park design and construction and Hike and Bike Trail projects.
    - Parks and Rec has also requested a reallocation of \$520,000 from the Parks Umbrella Fund to the Rec Center at Towne Lake project. Funds to be used for updates to restrooms, fitness area, furniture, finishes, offices and front service desk.
  - Public hearings will be conducted on the items listed above at the board meeting on July 22, 2021.
- FY 21 Promotional and Community Event Grants – remaining funding available = \$139,000

- Board action will be scheduled for the July 22 meeting on the following Promotional and Community Event grant applications that were presented at the June board meeting:
  - Heritage Guild of Collin County - \$15,000 requested for the promotion of Farmers Market, educational programming, Ghostly Hauntings; Murder Mystery; Legends of McKinney Ghost Walk and Holiday Tour of Homes
  - Colorful Collaborations - \$14,475 requested for the promotion of Día de Los Muertos celebration
  - Crape Myrtle Trails Foundation - \$10,000 requested for the promotion of the 15<sup>th</sup> Crape Myrtle Run and Festival
  - McKinney Main Street - \$15,000 requested for the promotion of Light Up Louisiana
  - McKinney ISD Athletics - \$15,000 requested for promotion of the NCAA DII Championship
  - SGB Hospitality - \$15,000 requested for promotion of the 20201 McKinney Wine and Music Festival
  - McKinney Main Street - \$12,000 for the promotion of Oktoberfest and Home for the Holidays
  - McKinney Rotary Foundation - \$7,500 for the promotion of the 2021 McKinney Rotary Parade of Lights
  - McKinney Philharmonic Orchestra - \$8,900 for the promotion of 5 performances in the 2021-202 season
- Applicant must demonstrate the event will showcase McKinney for the purposes of business development and/or tourism.
  
- Retail Development Infrastructure Grants
  - Applications will be accepted, through July 30, for the Retail Development Infrastructure Grant Program.
  - This is a matching grant program with a maximum award of \$25,000.
  - Eligible expenses include horizontal infrastructure exterior to a building – site work, drainage, sewer, water, utilities.
  - Applications received will be presented to the board at the August 26 meeting.
  
- TUPPS Brewery Expansion
  - Bi-weekly meetings with MCDC subcommittee to review/discuss plans for the project, including entertainment amenities are underway.
  - TUPPS' request for SUP was approved by P&Z at the June 22 meeting.
  - SUP request will be considered by Council at the meeting on July 20.
  - Site plan will be considered by P&Z at the July 27 meeting.
  - SpawGlass has solicited bids to prepare pricing for GMP
  - TUPPS team continues to work on aligning estimated project costs with the \$9 million construction budget that was established
  - MCDC board will consider an additional extension of the deadline for approval of GMP and construction project to September 30, 2021.
  
- Miscellaneous/Events

- The Retail Coach has provided updated demographic information for the McKinney Retail Trade Area and submarkets. Information can be accessed through this link: <https://retail360.us/mckinney-tx/>
- Participation in McKinney Chamber's Restaurant Council
- Board members Glew and McGill are participating the One Heart McKinney Task Force working on the concept/creation of a nonprofit collaborative initiative.