

McKinney Community Development Corporation
Meeting of the Promotional and Community Event Grant Sub-Committee
January 7, 2019

The McKinney Community Development Corporation Promotional and Community Event Grant Committee met at 8:00 a.m. on January 7, 2019, in the MCDC offices at 5900 S. Lake Forest Blvd., Ste. 110, McKinney, Texas.

MCDC board members present: Vice Chairman David Clarke, Mary Barnes-Tilley, Kathryn McGill

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

Ms. Schneible clarified that \$75,000 has been allocated for Cycle 1 Promotional and Community Event Grants. A total of \$150,000 has been allocated for the year, so fund allocations below the \$75,000 can roll into Cycle II. She also reminded the sub-committee of the following grant goals and procedures:

- Must promote the City of McKinney for business development and/or tourism;
- Enhance quality of life for McKinney residents;
- Can be granted to for-profit or non-profit groups;
- And are paid on a reimbursement basis once contract requirements are verified.

After detailed discussion of each grant application, the sub-committee agreed unanimously to recommend all grants be funded for the amount requested, as follows.

- Heritage Guild of Collin Country request for \$7,500 to support marketing and promotion of 2019 Farmers Market, Tour de Coop, and Ice Cream Crank-off. Sub-committee recommends full funding of grant in the amount of \$7,500.
- Collin County History Museum request for \$11,675 to promote the McKinney Then and Now exhibit in 2019. Sub-committee recommends full funding of grant in the amount of \$11,625.
- St. Peter's Episcopal request for \$7,500 to promote the 2019 Empty Bowls event. Sub-committee recommends full funding of grant in the amount of \$7,500.
- McKinney Main Street request for \$15,000 to promote the McKinney Cultural District events. Sub-committee recommends full funding of grant in the amount of \$15,000.
- Community Garden Kitchen request for \$6,700 for promotion and advertising of the 2019 Star-Spangled Salsa Fest. Sub-committee recommends full funding of grant in the amount of \$6,700.
- Kiwanis Club request for \$2,500 to promotion the 2019 Triathlon. Sub-committee recommends full funding of grant in the amount of \$2,500.
- ManeGait request for \$8,000 to promote the 2019 Country Fair. Sub-committee recommends full funding of grant in the amount of \$8,000.

- SBG Hospitality request for \$15,000 for advertising, marketing and promotion of the St. Patrick's Day Festival & Shamrock Run. Sub-committee recommends full funding of grant in the amount of \$15,000.

The Promotional and Community Event grant total recommended is \$73,875, allowing for allocated funds of \$1,125 to be rolled into Cycle II grants. David Clarke will present these recommendations to the MCDC Board at their regularly-scheduled meeting on January 24, 2019.

The subcommittee meeting was adjourned at approximately 9:45 a.m.

Kurt Kuehn, Chairman