



November 12, 2020

TO: MEDC
Visit McKinney

FROM: Cindy Schneible

RE: MCDC Update

General Information

Board officers were elected at the October meeting. They are:

Jackie Brewer, Chair
Rick Glew, Vice Chair
Mary Barnes-Tilley, Secretary
Angela Richardson-Woods, Treasurer

FY 21 Grants

The FY21 Grant calendar is included in this update. The first deadline coming up is for the first round of Promotional and Community Event Grants. Applications will be accepted through Monday, November 30. This year \$100,000 has been allocated for each of two rounds.

Applications will be accepted December 1 through December 30 for the first round of Project Grants.

Applications will be accepted January 1 through January 29 for the first round of Retail Development Infrastructure Grants.

Information and applications are available on the MCDC website: www.McKinneyCDC.org.

TUPPS Brewery Expansion

A kick-off meeting for the project team was held October 29th. Twice-monthly progress meetings will be held for the duration of the project. Design and site layout are in process. A pre-development meeting with the city staff is scheduled for later this month.

Strategic Priorities

MCDC board members began discussion regarding strategic priorities for project funding at the October meeting with a review of progress toward priorities established for FY19 and FY 20. The information provided is included with this update. Discussion will continue during the November meeting.

Marketing

The "Buy McKinney – Spend it Here. Keep it Here" and "It's My McKinney" campaign was initiated one year ago. This month a direct mail piece, that includes messaging about support for local business, the campaign initiative to encourage consumer spending with local businesses and the impact that has on the community - along with a Buy Local sticker for display - will go out to 3,400 small business locations in McKinney. Work continues to integrate and cross-promote messaging about the importance of Buy Local with our community partners and businesses. Additionally, messaging is being integrated into marketing collateral for projects funded by MCDC to demonstrate how sales tax revenue generated through local dining and shopping is invested in the community. Examples include the Fitness Court at Bonnie Wenk Park (full campaign incorporated into design of court), Senior Center renovations (sign on-site) and Chestnut Square building renovations (yard signs placed at buildings/projects funded).

The comprehensive marketing, advertising and promotional campaign developed in late 2019 will continue this year.



Mission: *Mission: Work proactively, in partnership with others, to promote and fund community, cultural and economic development projects that maintain and enhance the quality of life in McKinney.*

Strategic Priorities – FY 20

Destination park

- Towne Lake Park (Design study)

Low income housing

- City of McKinney Housing and Community Development grant program to bring houses up to code
- Habitat for Humanity Cotton Groves
- Habitat for Humanity Home Repair
- St. James CME Church

Hike and Bike Trail development

- McKinney Parks Foundation (trail maintenance)

Network of parks and facilities

- Towne Lake Rec Center -Towne Lake Park
- Craig Ranch Athletic Complex/Craig Ranch Linear Park/Hub 121 and District 121
- Bonnie Wenk/Fitness/Ruschhaupt/Towne Lake/Greens of McKinney

Destination retail

- District 121
- Hub 121
- Tupps Brewery Expansion

Public transportation

- McKinney Dash (approved 2017)

Restore/refurbish existing parks and facilities

- McKissick
- Eubanks
- Hill Top

- Finch
- Fitzhugh
- Cottonwood
- Old Settlers Park
- Al Ruschhaupt
- Juanita Maxfield Aquatic Center
- Towne Lake Recreation Centre
- Senior Rec Center and Pool
- Wattlely
- North Park
- Murphy
- Mary Will Craig
- E.A. Randles
- Winniford
- W. B. Finney
- Falcon Creek
- Oak Hollow Golf Course

Cultural District & East McKinney redevelopment

- Tupps Brewery Expansion
- East End Salvage
- Local Yocal BBQ & Grill
- Town Center – MPAC benches; signage
- Better Block in a Box
- Cultural District Neon Signs
- Chestnut Square improvements
- Heard Craig Center for the Arts
- Collin County History Museum

Large scale destination attraction

Community projects/facilities to support youth

- Boys & Girls Club
- Salvation Army
- City recreation facilities
- Bonnie Wenk Fitness Court
- Hugs Café Greenhouse

Signage

- Pedestrian digital signage (Parks – Town Center & Towne Lake)

Other

- Parks Master Plan
- Park Accessibility
- Parks & Rec bus
- COVID Small Business Recovery Grants
- Federally Qualified Health Center

Buy McKinney/My McKinney

- # McKinney Strong
- Promotional and Community Events to support business & tourism
- Advertising campaign
- Signage at MCDC funded projects



McKINNEY COMMUNITY DEVELOPMENT CORPORATION GRANT CALENDAR

Fiscal Year 2021

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2020	December 17, 2020	January 28, 2021
Cycle II: May 31, 2021	June 24, 2021	July 22, 2021

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2020	January 28, 2021	February 25, 2021
Cycle II: March 31, 2021	April 22, 2021	May 27, 2021
Cycle III: June 30, 2021	July 22, 2021	August 26, 2021

Retail Development Infrastructure Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 29, 2021	February 25, 2021	March 25, 2021
Cycle II: July 30, 2021	August 26, 2021	September 23, 2021

For Additional Information

Cindy Schneible, President
5900 S. Lake Forest Drive • Suite 110 • McKinney, TX • 75070
972.547.7653 phone • 972.542.0926 fax • cshneible@mckinneycdc.org