



March 13, 2018

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

### **Project Grants**

The MCDC board approved a project grant application submitted by the Collin County History Museum requesting \$11,550 for the construction of an exhibit that will open in January 2019 – *McKinney Then and Now* at the February 22<sup>nd</sup> meeting.

The second application period for MCDC project grants is open through March 30, 2018. Applications submitted will be presented to the board at the April 26<sup>th</sup> meeting. Action on the requests will be scheduled for the May board meeting.

Eligible categories for project grant consideration are:

- Projects Related to Recreational or Community (city-owned) Facilities
- Projects Related to Affordable Housing
- Professional and Amateur sports and Athletic Facilities, including children's sports
- Entertainment, Tourist and Convention Facilities
- Public Parks and Open Space Improvements
- Mass Transit-Related Facilities or Equipment
- Certain Airport Facilities
- Projects Related to Job Training to Further Economic Development (Does not include "life skills" or "career skills" training. Must be job specific, initiated by a company, with permanent positions created and market rate salaries paid)
- Projects Related to the Creation or Retention of Primary Jobs (defined within the Texas Local Government Code)
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises (water, sewer, utilities)

### **Quality of Life Award**

MCDC presented 2018 Quality of Life awards at the McKinney Chamber's annual Community Awards Celebration on February 23, 2018. The individual award was presented to Colin Kimball in recognition of his tireless advocacy for active, veteran and deceased military members.

Collin County Freedom Fighters, Veterans Memorial Park, Collin County Gold Star Family Memorial, Collin County History Museum, and the City of McKinney Veterans Memorial Board are just a few of the organizations and projects that Colin serves. His most visible work can be found in the Collin County

Courthouse Wall of Heroes in McKinney. Colin donates his time and talents, creating the portraits of the fallen that now adorn its corridors.

Legacy Texas Bank was the recipient of the award presented to an organization in recognition of their work to support McKinney Housing Authority and the McKinney community. Legacy Texas provided funds and donated the expertise of their team which included Robbie Clark, Eric Loller, Brian Mantzey and Justin Beller, to mentor Housing Authority staff and clients. The bank and its team invested not only dollars to support affordable housing development in McKinney but also family education and the empowerment of MHA clients and the community.

### **Marketing/Promotion/Advertising**

MCDC continues to place print ads, with a buy local/impact to the community – message. Publications/outlets include: 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.

Ads promoting McKinney for retail development are scheduled for Texas Real Estate Business and RED News.

MCDC also participates in collaborative advertising initiatives with the city, MCVB, Main Street and MEDC to promote McKinney for a work, visit, shop, dine experience.