



October 11, 2017

TO: MEDC

FROM: Cindy Schneible, MCDC

RE: MCDC Update

### **Project Grants**

The MCDC board approved the following Project grant request at the September 28th meeting:

#### **McKinney Air Center - \$4,000,000**

Construction of additional hangars; expanding parking capacity; upgrade of FBO facility  
Board action will be scheduled for the September 28<sup>th</sup> meeting.

*Funding will come from fund balance.*

There was discussion regarding additional support in the form of a \$2 million loan. It was suggested that a joint meeting with City Council would be appropriate – to better understand opportunities for MCDC investment prior to making that commitment.

#### **Craig Ranch Resort Hotel and Conference Center**

McGough Development will present an update on plans for the resort hotel and conference center at the October 19<sup>th</sup> MCDC board meeting.

### **Promotional and Community Event Grants**

The following events, supported by MCDC Promotional Grant funds are scheduled for October and November:

Chestnut Square – Farmers Market	1 <sup>st</sup> and 3 <sup>rd</sup> Saturdays 8-noon Nov. - March
Chestnut Square Legends of McKinney Ghost Walk	October 28 <sup>th</sup>
North Collin County Habitat – Monster Mash	October 28 <sup>th</sup>
McKinney Art Studio Tour	November 11 <sup>th</sup> and 12 <sup>th</sup>
Embrace Texas – Child to Family Event	November 13 <sup>th</sup>
Santa on the Square	November 24 <sup>th</sup> – December 17 <sup>th</sup>

### **Quality of Life Award**

MCDC will again solicit 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 has funded a City of McKinney booth.