



April 11, 2018

TO: MEDC Board

FROM: Cindy Schneible, MCDC

RE: MCDC Update

### Project Grants

MCDC accepted applications for project grants (Cycle II) through March 30, 2018. Following is a summary of the applications received:

Collin County History Museum	\$ 3,900	Solar and Glass Coatings for museum windows to protect furniture and artifacts
North Collin County Habitat	\$877,521	Land acquisition and preparation for The Cotton Groves project
Boys and Girls Club	\$ 40,000	Reimbursement for repairs to roof at McKinney Clubhouse
Boys and Girls Club	\$ 30,000	Repair/refurbish recreational equipment, club damage resulting from damaged roof
Hub 121	\$400,000	Construct park/pavilion space/entertainment stage. \$200,000 grant/\$200,000 rebate of 50% of MCDC ½ cent sales tax generated from the project over 4 years.
Elemental Essentialz	\$ 40,000	Infrastructure costs to upgrade, address needed repairs to store open at 110 Tennessee Street

Public hearings will be scheduled for the applications submitted at the April 26<sup>th</sup> MCDC board 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)

### **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, RED News and the ICSC ReCon program that will be distributed to 30,000 plus attendees at the ReCon Convention..

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.

### **Retail Recruitment**

MCDC and City Manager's Office staff will participate in ICSC's ReCon in Las Vegas, May 21-23, 2018. The City of McKinney will included in The Retail Coach's booth during the convention.