



September 13, 2018

TO: MEDC

FROM: Cindy Schneible, MCDC

RE: Board Update

### **Project Grants**

Two project grants were approved at MCDC's August meeting:

Heritage Guild of Collin County/Chestnut Square was awarded \$75,000 for wrought iron fencing and signage for Chestnut Square.

McKinney Main Street was awarded up to \$35,000 for purchase and installation of a wireless speaker system in historic downtown McKinney.

### **Promotional Grant Funding**

Upcoming events supported by MCDC promotional grant funds include:

- Grape Myrtle Trails Run and Festival – 9.29.18
- Schön Everywhere – Pop-up Art Gallery at Heard Craig House – begins late September
- Oktoberfest – 9.28.18-9.30.18
- Chestnut Square Farmers Market - Saturdays 8:00 a.m. until Noon
- Collin County History Museum – WWI Commemoration – through November 2018

### **Collin County Habitat for Humanity – Cotton Groves Project**

The vacant home on the lot where the Cotton Groves community will be located has been demolished. Infrastructure development - roads, sewer, water lines etc. will be next. Negotiations with container suppliers continue for best pricing on all units and fabrication services for the homes that will be constructed.

### **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.

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. Most recent collaborations included co-funding an ad promoting McKinney in *Modern Luxury* with the city's Communications and Marketing Department; funding support for a McKinney promotional video with Chet Garner – host of The Day Tripper; and MCDC has partnered with MCVB to pursue advertising opportunities with Bus Tours magazine.

Additionally, MCDC funded advertising to promote retail opportunities in McKinney in REDNews, the August edition. The front cover of REDNews featured Southgate and an interior ad with retail trade area demographics and locations for several targeted sites for retail development. Email blasts promoting retail opportunities will continue during August.