



February 14, 2019

TO: MEDC Board

FROM: Cindy Schneible, MCDC President

RE: MCDC Update

Promotional Grant Funding

The MCDC board approved eight Promotional and Community Event Grant requests at the board meeting on January 24. The awards totaling \$73,875, are outlined below

Promotional and Community Event Grant Applications Cycle I -FY 19

P&C 19-01	Heritage Guild	Farmers Market, Tour de Coop, Ice Cream Crank-off	\$ 7,500.00
P&C 19-02	Collin Co History Museum	McKinney Then and Now Exhibit	\$ 11,675.00
P&C 19-03	St. Peters Episcopal	Empty Bowls	\$ 7,500.00
P&C 19-04	Main Street	Cultural District Events	\$ 15,000.00
P&C 19-05	Game Day Foods	Community Garden Kitchen Star Spangled Salsa Fest	\$ 6,700.00
P&C 19-06	Kiwanis Club of McKinney	Kiwanis Triathlon	\$ 2,500.00
P&C 19-07	ManeGait	Country Fair	\$ 8,000.00
P&C 19-08	SBG Hospitality	St. Patrick's Day Festival and 5K Shamrock Run	\$ 15,000.00
			\$ 73,875.00

Promotional and Community grants funds may only be used for advertising, marketing and promotion of events.

Project Grant Funding

The MCDC board held public hearings on five project grant applications received at the January 24 meeting. Board action will be scheduled for the February 28 meeting. Below is a recap of the requests:

Project Grant Applications – Cycle I – FY 19

#19-01	Collin County Habitat for Humanity	Critical home repair for low income families in McKinney	\$80,000
#19-02	City of McKinney – Apex Centre	Funds to hire and architect to conduct needs assessment and develop expansion plan for Apes	\$200,000
#19-03	McKinney Parks Foundation	Funds to purchase and install 10 picnic tables and 2 benches along the nature trail by the Community Center	\$2,000
#19-04	Collin County History Museum	Photo boards for the foyer and gallery of the Museum	\$4,007
#19-05	Heard Craig House	Upgrades to Carriage House	\$12,790

\$298,797

Park Project Funds Reallocation

A public hearing was held and the board approved reallocation of \$2.3 million in park project funds to the Old Settlers Recreation Center renovation project. Funds were reallocated from land acquisition, accessibility and the parks umbrella fund approved by the MCDC board in 2016-2018.

Additional Board Action

At the January 24 meeting, the MCDC board approved an amended Loan Agreement between Raytheon Company, the McKinney Community Development Corporation and the McKinney Economic Development Corporation. MEDC approved the amended agreement at their November meeting.

The board also approved the first amendment to the Southgate Master Development Agreement – approved by City Council and the MEDC board earlier in January.

Retail Development Infrastructure Grants

On application was received for consideration under the newly-created pilot program. Local Yocal applied for support for exterior infrastructure improvements made, in connection with establishment of Local Yocal BBQ and Grill located on E. Louisiana Street. A public hearing will be held on the request at the February 28th board meeting.

The Retail Development Infrastructure Grants will fund infrastructure improvements that are **exterior** to a property, **necessary to promote or develop new or expanded business enterprises**, and include:

- Sewer
- Water
- Electric Utilities

- Gas Utilities
- Drainage

Up to 50% of project cost is eligible – with a maximum of \$25,000 possible. Additionally, the property owner/business owner must match the amount that is requested from MCDC.

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 include a partnership with the city's communications and marketing team on an ad promoting McKinney in *Modern Luxury* magazine.

MCDC funded and staffed a booth at ICSC's Red River States Conference and Deal Making Conference January 9-11, 2019 in Ft. Worth – to promote retail opportunities in McKinney. Additionally, MCDC purchased the cover of the January issue of REDNews – which featured HUB 121 and retail trade area demos.

Retail Trade Area Demographics

The 2019 data provided by The Retail Coach is attached.