

McKinney Community Development Corporation
Meeting of the Promotional and Community Event Grant Subcommittee
July 16, 2019

The McKinney Community Development Corporation Promotional and Community Event Grant Committee met at 8:00 a.m. on July 16, 2019, in the MCDC offices at 5900 S. Lake Forest Blvd., Ste. 110, McKinney, Texas.

MCDC board members present: Vice Chairman David Clarke, Mary Barnes-Tilley and Kathryn McGill.

Staff present: President Cindy Schneible and Administrative and Marketing Coordinator Linda Jones.

President Schneible informed the subcommittee that Chuck's Automotive withdrew their application. They may apply in a future grant cycle. Ms. Schneible clarified that we have \$75,000 budget allocation for Cycle II with a carryover of unused allocation from Cycle 1 of \$1,125. This gives a total available allocation for grants of \$76,125, and we will be considering grant requests totaling \$94,400.

Factors discussed for each grant application included:

- Ability to showcase the City of McKinney for the purposes of business development and tourism
- Anticipated attendance from McKinney and outside of McKinney
- Past attendance of event when applicable
- Past MCDC grants awarded to event

After detailed discussion of each grant application, the sub-committee agreed unanimously to recommend a total of \$76,125 in grant allocations as follows.

- Heritage Guild of Collin Country request for \$12,500 to support marketing and promotion of 2019 Farmers Market, Legends of McKinney Ghost Walk, Murder Mystery and Holiday Tour of Homes. **The subcommittee recommends full funding of this grant in the amount of \$12,500.**
- Crape Myrtle Trails Foundation request for \$15,000 to support marketing and promotion of the 2019 Crape Myrtle Trails Run. **The subcommittee recommends funding of \$8,000.**
- Direction 61:3 request for \$5,000 to support marketing and promotion of the December 21, 2019 Mosaix concert. **The subcommittee recommends funding in the amount of \$4,000.**
- McKinney Rotary Club request of \$7,500 to support marketing and promotion of the 2019 Parade of Lights. **The subcommittee recommends funding in the amount of \$6,000.**

- SBG Hospitality request of \$15,000 to support marketing and promotion of the 2019 Wine and Music Festival. **The subcommittee recommends funding in the amount of \$10,000.**
- McKinney Main Street request of \$15,000 for the marketing and promotion of the 2019 Home for the Holidays event. **The subcommittee recommends full funding of this grant in the amount of \$15,000.**
- McKinney Lacrosse Club request of \$9,400 to support promotion and marketing of the 2019 Turlaxin' tournament. **The subcommittee recommends funding in the amount of \$6,000.**
- McKinney ISD Department of Athletics request for \$15,000 to support the 2019 NCAA Division 2 Championship Football Game to be held in McKinney on December 21, 2019. **The subcommittee recommends funding in the amount of \$14,625.**

The total recommended for Promotional and Community Event grants for Cycle II is \$76,125. If approved as recommended, there will be a zero balance remaining in the budget for Promotional and Community Event Grants in FY 19. Vice Chairman Dave Clarke will present these recommendations to the MCDC Board at the monthly board meeting on July 25, 2019.

In addition to discussing the grant applications, the subcommittee discussed the benefits of providing some marketing education to grant applicants, grant recipients and other McKinney non-profit organizations. Board member McGill will investigate and follow up regarding the possibility of the organization she works for, Communities Foundation of Texas (CFT), participating in a marketing training session. President Schneible added that if CFT is able to organize that type of training, it might be something MCDC could sponsor. Potential options for trainers and panel participants were briefly discussed. The subcommittee meeting was adjourned at approximately 8:55 a.m.

Kurt Kuehn, Chairman