



August 13, 2020

TO: MEDC  
Visit McKinney

FROM: Cindy Schneible

RE: MCDC Update

### **COVID-19 Emergency Relief**

Processing of applications for both the Covid-19 Small Business and Home-based Grant programs approved by Council and MCDC and funded through MCDC has been completed (Rounds 1 and 2). A total of \$476,129.31 was funded through the programs. Following is a recap:

- 352 Small Business Grant applications received
- 295 funded
- 57 not qualified
- \$433,480.23 in funds distributed
- 61 Home-based Business Grant applications received
- 50 funded
- 11 not qualified
- \$42,649.08 in funds distributed

The program would not have been possible without support from a broad team of McKinney employees across the organization. A huge thanks is extended to:

- Kim Flom, Assistant City Manager
- Trudy Mathis, Director of Finance
- Chance Miller, Financial Compliance Manager
- Nicole Bradshaw, Financial Analyst
- Dana Stillwell, Development Services Project Expeditor
- Belinda Kennedy, MPAC Executive Assistant
- Allie Mendizabal, MPAC Event Coordinator
- Lara Marsh, MPAC Events and Ticket Manager
- Sue Davis, Visit McKinney Staff Assistant
- Linda Jones, MCDC Marketing and Administrative Coordinator

### **Lucky 13**

In March, in response to the COVID-19 pandemic, the City of McKinney, MCDC, McKinney Main Street, Visit McKinney and the McKinney Chamber partnered to raise funds for the community through the sale of #McKinneyStrong t-shirts. A total of \$26,000 was raised. One Heart McKinney received \$13,000 to support McKinney nonprofits.

The remaining \$13,000 will be granted to small businesses in McKinney through a program, Lucky 13, created to highlight innovation, creativity and resilience through the impact of COVID-19.

Twenty-one finalists were identified by a team of judges from MCDCC, McKinney Main Street, Visit McKinney and the McKinney Chamber. The finalists will have an opportunity to showcase their successes through a live online presentation on Downtown McKinney's and the Chamber's Facebook pages on August 13. The team of judges will select twelve businesses to receive a \$1000 grant. One of the 12 will receive an additional \$1000. And, McKinney-based business, Lucky Transformation Center, will also award \$1000 in support of the McKinney business community.

Finalists for the Lucky 13 program are:

- A Holmes Art Studio
- Academics Plus
- Arcade 92
- Bluebird Cottage & Café
- Buckaroo Pest Protection
- Cultivate Music Studio
- CycleBar McKinney
- Duino Coffee
- EJ Wills Gastro Pub
- Ettiene Market
- Fredshots LLC
- Heritage Guild of Collin County
- Hugs Cafe Inc
- Jasper & Petals
- Liberty Music Academy
- McKinney Art House
- Prince Performance Group
- Stitched with Love
- The Board Bar
- The Comedy Arena
- Zin Zen Wine Bistro

## **FY 20 Project Grants**

Public hearings on the applications received for the third and final cycle of Project Grants for the current fiscal year were held during the July board meeting.

The following applications were presented:

#20-10	Heard Wildlife Museum	\$40,000	Trail Enhancement
#20-11	Sanchez Charities	\$50,000	Monument at Mexican Cemetery in Pecan Grove
#20-12	St. James CME Church	\$150,000	Low Income Housing

Board action on the applications is scheduled for August 27<sup>th</sup>.

## **Promotional Grants**

The MCDCC board approved the following Promotional and Community Event grants at the July 23<sup>rd</sup> meeting.

Odysseus Chamber Orchestra	2020-2021 Concert Series-Five (5) performances	\$5,000
Heritage Guild of Collin County	Murder Mystery, Ghost Walk, Fall Fundraiser, Tour of Homes, Farmers Market	\$13,000
McKinney Community Band	Three (3) Free Performances	\$7,000
MISD Athletics	NCAA D2 Football Game	\$15,000
Ovation Academy	2020-2021 Season - Nine (9) performances	\$5,000
SBG Hospitality	Wine & Music Festival	\$10,000
McKinney Rotary Foundation	Parade of Lights	\$6,000
McKinney Main Street	Home for the Holidays	\$7,500
		<b>\$68,500</b>

Crape Myrtle Trails submitted an application for a promotional grant, but the Crape Myrtle Trails Foundation voted to cancel the 2020 event, and the grant request was withdrawn.

### **Retail Development Infrastructure Grants**

The matching grant program was created to support “legacy” retail with expenses related to exterior infrastructure improvements.

The application period for the second round of Retail Infrastructure Grants closed July 31. Two applications were received:

- Cadence Cyclery
- Bresnan Artisan Bakery

Public hearings will be held on the applications at the August 27<sup>th</sup> meeting. Board action will be scheduled for the September meeting.