



- Establishing tourism destinations
- Preserving and reusing historic buildings
- Enhancing property values
- Fostering local cultural development.

**BACKGROUND INFORMATION:**

- On January 22, 2018, City Council discussed and provided direction to proceed with submitting a Letter of Intent to the Texas Commission on the Arts for a Cultural District Designation.
- As authorized by H.B. 2208 of the 79th Legislature, the Texas Commission on the Arts (TCA) can designate cultural districts in cities across Texas.
- Cultural districts are special zones that harness the power of cultural resources to stimulate economic development and community revitalization. These districts can become focal points for generating businesses, attracting tourists, stimulating cultural development and fostering civic pride. Designation for McKinney was investigated in 2009, but a final application was not submitted.

**FINANCIAL SUMMARY:**

- No financial considerations for Cultural District application process. Designation would allow granting opportunities and would require minimal program investment.

**BOARD OR COMMISSION RECOMMENDATION:**

- The McKinney Arts Commission recommended that the City Council establish the Historic Downtown McKinney Cultural District.