



19-0538

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney ISD Department of Athletics (PC #19-17) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2019 NCAA Division II Championship Game.

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: June 27, 2019

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- In December 2018, the McKinney ISD Department of Athletics, in conjunction with the Lone Star Conference, hosted the NCAA Division II Football National Championship at MISD's new, state-of-the-art athletics stadium.
- With five weeks lead time, MISD Athletics in partnership with MISD, the City of McKinney, McKinney Convention and Visitors Bureau, the McKinney Chamber of Commerce and community volunteers planned and executed two days of events and the championship game - drawing 6,000 fans for pre-game events and the game.
- The NCAA Championship game was televised on ESPN 2. Similar coverage is anticipated for 2019.
- Supporting events include Fan Fest and Tacos, Tequila and Cerveza at participating restaurants.
- Organizers anticipate a 30% increase in fan participation in 2019.

BACKGROUND INFORMATION:

- The mission of the McKinney ISD Department of Athletics is to provide an opportunity to supplement the educational process of students who exhibit an interest in athletics and want a forum to challenge their physical and emotional capabilities.
- In March of 2019, the NCAA announced a contract had been awarded to MISD Athletics, in conjunction with McKinney ISD and the City of McKinney to host the

Division II Football Championship game for three years - 2019, 2020, 2021.

- High profile events, such as the NCAA Division II championship provide an opportunity to showcase McKinney, spur the hospitality industry and drive tourism.
- An economic impact study commissioned by McKinney ISD Athletics shows that the state and local economy could see \$1.1 million in economic gain as a result of hosting this game.
- The City of McKinney is providing \$30,000 in funding from the Hotel Occupancy Tax to provide seed money for the organization of the event.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$76,125.
- McKinney ISD Department of Athletics has not applied for a Promotional and Community Event grant in the past.

SUPPORTING MATERIALS:

[Application Packet](#)
[Presentation](#)