



TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC#16-15) in the Amount of \$15,000 for the Advertising and Promotion of the 2016 McKinney Oktoberfest Event

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: August 25, 2016

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Main Street is requesting a grant in the amount of \$15,000 for advertising, marketing and promotion of the 2016 Oktoberfest event.
- Event date is September 23-25, 2016.
- Attendance goal is 50,000.
- Event location is downtown McKinney.

BACKGROUND INFORMATION:

- McKinney Main Street was established to promote downtown McKinney; market a unified, quality image of the commercial district as the center of commerce, culture and community life for residents and visitors.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC provided a grant of \$12,500 for Arts in Bloom 2016.

SUPPORTING MATERIALS:

[Grant Application](#)