



**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](#)