



17-111

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC#17-06) in the Amount of \$15,000 for Advertising and Promotion of the 2017 Arts in Bloom Event

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: January 26, 2017

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 2017 Arts in Bloom event.
- The event will be held April 7-9, 2017.

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.
- Main Street activities contribute to improved retail mix; diversified tax base; and a strong McKinney economy.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC awarded a promotional grant in the amount of \$15,000 to McKinney Main Street in 2016 for the promotion of Oktoberfest.

SUPPORTING MATERIALS:

[Main Street Grant Application](#)