



17-660

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Main Street (P&C #17-14), in the Amount of \$15,000 for the Marketing, Promotion and Advertising of the 2017 Oktoberfest Event

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: June 29, 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 marketing, promotion and advertising of the 2017 Oktoberfest event.
- The event will be held September 22-24 2017 in historic 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.
- 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 has awarded promotional grant funding in the amount of \$266,000 to McKinney Main Street since 2006.

SUPPORTING MATERIALS:

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