



18-482

TITLE: Consider/Discuss/Act on a Resolution Designating a Historic Downtown McKinney Cultural District

COUNCIL GOAL: Enhance the Quality of Life in McKinney
(5A: Create Affordable Recreational and Cultural Arts Activities for all Ages throughout the City)

MEETING DATE: June 5, 2018

DEPARTMENT: Main Street/MPAC

CONTACT: Amy Rosenthal, Main Street/MPAC Director

RECOMMENDED CITY COUNCIL ACTION: Approve Resolution

ITEM SUMMARY:

- This Resolution designates the Historic Downtown McKinney Cultural District and authorizes the Mayor to submit an application to pursue Cultural District Designation from the Texas Commission on the Arts.
- McKinney Main Street has conducted four public input sessions to gather consensus among the Downtown Business owners, City Staff, Arts and Cultural non-profit organizations, McKinney Arts Commission, McKinney Community Development Corporation, and Parks and Recreation.
- Cultural district development is one strategy that helps a community boost their economies while realizing other cultural and civic benefits.
- The outcomes of cultural districts extend beyond the arts and benefit all members of a community. Goals may include:
 - Attracting artists and cultural enterprises to the community
 - Encouraging business and job development
 - Addressing specific needs of a community
 - Establishing tourism destinations
 - Preserving and reusing historic buildings
 - Enhancing property values

- Fostering local cultural development.

BACKGROUND INFORMATION:

- On January 22, 2018, City Council discussed and provided direction to proceed with submitting a Letter of Intent to the Texas Commission on the Arts for a Cultural District Designation.
- As authorized by H.B. 2208 of the 79th Legislature, the Texas Commission on the Arts (TCA) can designate cultural districts in cities across Texas.
- Cultural districts are special zones that harness the power of cultural resources to stimulate economic development and community revitalization. These districts can become focal points for generating businesses, attracting tourists, stimulating cultural development and fostering civic pride. Designation for McKinney was investigated in 2009, but a final application was not submitted.

FINANCIAL SUMMARY:

- No financial considerations for Cultural District application process. Designation would allow granting opportunities and would require minimal program investment.

BOARD OR COMMISSION RECOMMENDATION:

- The McKinney Arts Commission recommended that the City Council establish the Historic Downtown McKinney Cultural District.

SUPPORTING MATERIALS:

[Resolution](#)