



18-691

**TITLE:** Consider/Discuss/Act on a Request for Funding Project #18-09, Submitted by McKinney Main Street in an Amount Not to Exceed Thirty-five Thousand Dollars (\$35,000) for a Wireless Speaker System for Historic Downtown McKinney. Amount requested represents 100% of project cost.

**COUNCIL GOAL:** Enhance Quality of Life in McKinney  
Direction for Strategic and Economic Growth

**MEETING DATE:** August 23, 2018

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- McKinney Main Street is requesting a grant, in an amount not to exceed \$35,000, for the purchase and installation of a wireless speaker system in historic downtown McKinney.
- The speaker system is an amenity that has been frequently requested to add to the ambiance and atmosphere of the downtown area for visitors, shoppers and business owners - not just during times when special events are held, but throughout the year.
- In addition to providing music, the speakers could be used as a public address system to provide a seamless communication platform for the square and could be used to make announcements in the event an emergency arises.

**BACKGROUND INFORMATION:**

- Historic downtown McKinney is recognized at the state and national level for its authentic and vibrant setting.
- It is a destination for McKinney residents and visitors, is a gathering place for our community and home to more than 120 independently owned businesses.
- As Collin County and North Texas continue to experience intense growth, Historic downtown McKinney is faced with a challenge to stay trendy and relevant while maintaining what makes it unique.

- Lifestyle shopping centers have been established throughout the area - attracting people to visit and getting them to stay by offering amenities such as pedestrian plazas, green space and music.
- Benefits for installation of a speaker system in downtown would include economic, emotional/connection, enhanced atmosphere and a platform for public safety communications and messages when needed.

**FINANCIAL SUMMARY:**

- Total project cost is estimated at a maximum of \$35,000 and includes 8 speaker stations; mobile master and repeaters, PC for streaming music; one-year subscription to Moodmix.
- MCDC's allocation for discretionary Project Grants for FY 18 is \$1,259,745 and has a balance of \$96,774 available for project grant awards.

**SUPPORTING MATERIALS:**

[Application](#)