



18-1050

**TITLE:** Presentation by Crape Myrtle Trails of McKinney Foundation

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney  
(5A: Create affordable recreational and cultural arts activities for all ages throughout the city)  
(5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike)

**MEETING DATE:** December 17, 2018

**DEPARTMENT:** Parks & Recreation

**CONTACT:** Michael Kowski, Director of Parks and Recreation

**RECOMMENDED CITY COUNCIL ACTION:**

- Receive a presentation from the Crape Myrtle Trails of McKinney Foundation.

**ITEM SUMMARY:**

- Representatives from the Crape Myrtle Trails of McKinney Foundation will provide an overview of their efforts to date and outline their vision for strengthening McKinney's status as "America's Crape Myrtle City".

**BACKGROUND INFORMATION:**

- The Crape Myrtle Trails of McKinney Foundation made a similar presentation to the McKinney Parks, Recreation, and Open Space Advisory Board on December 13, 2018.
- The Crape Myrtle Trails of McKinney Foundation was established in 1998 and received Not-For-Profit 501C3 status in September 1999.
- The City of McKinney partnered with the Foundation to establish a goal of planting 50,000 crape myrtles through the City of McKinney in medians, parks, public spaces, business landscapes, and schools.
- The first major plantings of crape myrtles were made in September 2000 along Eldorado Parkway.

- In partnership with the City of McKinney, the Crape Myrtle Foundation established the World Collection Park on seven acres of City parkland to feature each of the known varieties of crape myrtles.
- Funding for the Crape Myrtle Trails Foundation is provided through World Collection Park donors, the Annual Run the Trail of McKinney Fun Run, the McKinney Community Development Corporation, elementary school Mother's Day sponsors, corporations, and services clubs such as Rotary, Kiwanis, and Lions.
- In 2014, the U.S. House of Representatives proclaimed McKinney as "America's Crape Myrtle City".

**FINANCIAL SUMMARY:**

- N/A

**SUPPORTING MATERIALS:**

[Presentation](#)