



19-0617

TITLE: Consider/Discuss/Act on a Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC #19-15) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of 2019 Home for the Holidays and Activities Associated with Small Business Saturday.

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: July 25, 2019

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 2019 Home for the Holidays and activities associated with Small Business Saturday.
- The event is a 39-year tradition in McKinney and is scheduled for November 29 through December 1, 2019.
- The event will feature live entertainment, family activities, festive food and holiday shopping in over 120 boutiques, art galleries, home décor shops, apparel, gifts and antiques.

BACKGROUND INFORMATION:

- McKinney Main Street was established to promote downtown McKinney; and market a unified, quality image of the commercial district as the center of commerce, culture and community life for residents and visitors.
- Historic Downtown McKinney Cultural District is a unique destination where historic treasures, cultural attractions, independently-owned businesses, and a concentration of artistic activities inspire community pride and contribute to an authentic experience for residents and visitors.
- Events and activities in Historic Downtown McKinney and the Cultural District will offer a gathering place for artists, residents and visitors; support opportunities for creative enterprises; foster organic growth of culture and creative industries in support of economic development; and engage residents and visitors alike with diverse and extensive cultural experiences.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 19 Cycle II is \$76,125.
- Since 2006, MCDC has awarded promotional grants totaling \$236,000 to McKinney Main Street, including \$15,000 for Cultural District events in spring 2019.

SUPPORTING MATERIALS:

[Application Packet](#)