



19-0610

**TITLE:** Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by McKinney Main Street (#19-11), in an Amount Not to Exceed \$60,000 for Three Neon Signs to Help Identify the Historic Downtown McKinney Cultural District and Highlight Parking. Amount Requested is 60% of Total Estimated Project Cost.

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

**MEETING DATE:** July 25, 2019

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- McKinney Main Street is requesting a grant, in an amount not to exceed \$60,000 for the three neon signs to help identify the Historic Downtown McKinney Cultural District and highlight public parking.
- The proposed signs will take inspiration from original signs hanging in the district in the 1940's and 1950's.
- McKinney's Cultural District neon signs will reinforce the district as a destination with vibrant night life, help establish sense of place, and provide a unique attraction for visitors.

**BACKGROUND INFORMATION:**

- The Historic Downtown Cultural District has been the heart of the community since 1848.
- The District attracts citizens and visitors for shopping, dining and arts through a variety of independently-owned shops and restaurants; events like McKinney Oktoberfest, Arts in Bloom and the July 4<sup>th</sup> Hometown Parade; and through strong support and preservation of the historic features that influence economic vitality.
- The District is home to more than 120 independently owned businesses; a creative community that helps shape the look and feel of the area; and

acclaimed chefs and restaurants that have created a food destination.

**FINANCIAL SUMMARY:**

- Total project cost is estimated at \$100,000. If approved, the MCDC funds will provide a match to a grant from Texas Commission on the Arts.

**SUPPORTING MATERIALS:**

[Application Packet](#)