



20-0069

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC #20-08) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of Events and Activities Within the Historic Downtown McKinney Cultural District.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney
5B: Market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: January 23, 2020

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 activities and events within the newly designated Historic Downtown McKinney Cultural District.
- Events will be taking place between February 1 and June 30, 2020 in Historic Downtown McKinney and will include: Wine & Chocolate; Second Saturdays; Black History Month; Krewe of Barkus; Unique by Nature Juried Art Competition and Exhibition; Arts in Bloom; Monarchs of McKinney; Juneteenth at Finch Park.

BACKGROUND INFORMATION:

- McKinney Main Street was established to promote downtown McKinney; 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.
- Cultural District events and activities 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; engage residents and visitors alike with diverse and extensive

cultural experiences.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 20 Cycle I is \$75,000.
- MCDC awarded promotional grants totaling \$30,000 to McKinney Main Street for 2019 events.

SUPPORTING MATERIALS:

[Application Packet](#)