

20-0527



TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney ISD Department of Athletics (PC #20-16) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2020 NCAA Division II Championship Football Game.

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: June 25, 2020

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- In December 2018, the McKinney ISD Department of Athletics, in conjunction with the Lone Star Conference, hosted the NCAA Division II Football National Championship at MISD's new, state-of-the-art athletics stadium.
- The NCAA Championship game will be televised on ESPN 2 or 3 showcasing McKinney and its stadium on national television.
- The 2020 Championship Game will be held on Saturday, December 19 - time is TBD.
- Supporting events such as Fan Fest and Tacos, Tequila and Cerveza will be held Thursday, December 17 through Game Day.
- Goals established for the event include an increase of 20% increase in visitors to McKinney in 2020; 20% increase in attendance and 10% increase in hotel rooms booked.

BACKGROUND INFORMATION:

- The mission of the McKinney ISD Department of Athletics is to provide an opportunity to supplement the educational process of students who exhibit an interest in athletics and want a forum to challenge their physical and emotional capabilities.
- In March of 2019, the NCAA announced a contract had been awarded to MISD Athletics, in conjunction with McKinney ISD and the City of McKinney to host the Division II Football Championship game for three years - 2019, 2020, 2021.

- High profile events, such as the NCAA Division II championship provide an opportunity to showcase McKinney, spur the hospitality industry and drive tourism.
- An economic impact study commissioned by McKinney ISD Athletics shows that the state and local economy could see \$1.1 million in economic gain as a result of hosting this game.
- Discussions with Chestnut Square Historic Village and McKinney Food Tours about the possibility of collaborating on expanding events offered during Championship weekend.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$75,000.
- McKinney ISD Department of Athletics was awarded a grant in the amount of \$14,625 in FY 19 Cycle II for promotion of the 2019 Championship.

SUPPORTING MATERIALS:

[Application Packet](#)
[Presentation](#)