



20-0532

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC #20-21) in the Amount of \$7,500 for the Advertising, Marketing and Promotion of the 2020 Home for the Holidays Event.

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: June 25, 2020

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Main Street is requesting a grant in the amount of \$7,500 for advertising, marketing and promotion of the 2020 Home for the Holidays event in Historic Downtown McKinney Cultural District.
- Events will be taking place between November 27-29, 2020.

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 II is \$75,000.
- MCDC awarded a Promotional and Community Event Grant in the amount of \$12,000 for advertising and promotion of 2020 Spring events.

SUPPORTING MATERIALS:

[Application Packet](#)