

# CITY OF McKINNEY, TEXAS

## Legislation Details (With Text)

<b>File #:</b>	17-660	<b>Name:</b>	Main Street (P&C #17-14)	
<b>Type:</b>	Agenda Item	<b>Status:</b>	Discussion Item	
		<b>In control:</b>	McKinney Community Development Corporation	
<b>On agenda:</b>	6/29/2017	<b>Final action:</b>		
<b>Title:</b>	Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Main Street (P&C #17-14), in the Amount of \$15,000 for the Marketing, Promotion and Advertising of the 2017 Oktoberfest Event			
<b>Indexes:</b>				
<b>Attachments:</b>	1. Application, 2. Presentation			
<b>Date</b>	<b>Ver.</b>	<b>Action By</b>	<b>Action</b>	<b>Result</b>

Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Main Street (P&C #17-14), in the Amount of \$15,000 for the Marketing, Promotion and Advertising of the 2017 Oktoberfest Event

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** June 29, 2017

**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 marketing, promotion and advertising of the 2017 Oktoberfest event.
- The event will be held September 22-24 2017 in historic downtown McKinney.

### 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.
- Main Street activities contribute to improved retail mix, diversified tax base and a strong McKinney economy.

### FINANCIAL SUMMARY:

- MCDCC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDCC has awarded promotional grant funding in the amount of \$266,000 to McKinney Main Street since 2006.