CITY OF McKINNEY, TEXAS

Legislation Text

File #: 18-1085, **Version:** 1

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Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC #19-04) 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: Enhance Quality of Life in McKinney

MEETING DATE: December 20, 2018

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 take place between February 1 and May 31, 2019 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.
- 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 19 is $150,000, $75,000 for Cycle I applicants, and $75,000 for Cycle II applicants.
- MCDC awarded a promotional grant in the amount of $15,000 to McKinney Main Street in

2018 for Arts in Bloom and $15,000 for the 2018 Home for the Holidays event.