



June 11, 2025

TO: McKinney Economic Development Corporation
Visit McKinney

FROM: Cindy Schneible, President

McKinney Community Development Corporation Update

- **Promotional and Community Event Grants**
 - The application period for Promotional and Community Event grants closed May 1-30, 2025. Funding requests will be presented to the board at the June 26th meeting and voted on during the July 24th meeting. Summary below:

MCDC Promotional & Community Event Grants -- 2025 Cycle 2			
	Applicant	Event(s)	Request
25-17	Heritage Guild of CC	FM, Ghostly Hauntings, Educational Programming, Ghost Trolley/Pumpkin Pals, Holiday Tour of Homes (Dec 6-7)	\$ 14,905
25-18	Rotary Club of McKinney	Rotary Parade of Lights (Dec 13)	\$ 7,500
25-19	Texas Womens Society	McKinney Asian Food & Art Festival (Oct 3-4)	\$ 13,500
25-20	McKinney Repertory Theater	Two Shows in 2025 (short season due to MPAC renovations) National Pastime: a musical (Oct 3-4, 10-11, 17-18) A Christmas Carol (Nov 21-22, 28-29, Dec 12-13)	\$ 6,790
25-21	The Warrior's Keep	2025 North Texas Veterans Day Celebration (Nov 8)	\$ 12,500
25-22	CC Master Gardeners	<u>2025-2026 Events</u> Propagation Workshop (Sept 20) A Walk in the Park (Sept 27) Fall Plant Sale (Oct 25) Gardening Workshop (Oct/Nov 2025) Edible Gardening 101 (Jan/early Spring 2026) Tomato Workshop (Feb/early Spring 2026) The Garden Show (March 2026) Spring Plant Sale (April 2026)	\$ 14,500
25-23	McKinney Main Street	2025 Oktoberfest (Sept 26-28)	\$ 14,000
25-24	Art Club of McKinney	Student Art Show Member Art Show Art Meets Poetry (with Mockingbird Society) Plus 13 Community Events and 4 Workshops	\$ 7,100
25-25	Millennial Maven Creative Foundation	2025 Rooted in Rhythm at D121 (Oct 18)	\$ 10,000
			\$ 100,795

- **Project Grants**

- Applications for the second cycle of Project Grants were accepted March 1-31. Two grant applications were received.
- Public hearings on the requests were held at the April 24th meeting. Board vote occurred at the May 22nd meeting. Awards below:

2025 MCDC Project Grants Cycle 2 Applications			
			Awarded
4B 25-10	Direction 61:3	Construction of infrastructure and public access areas including Community Event Center, Recreational Areas, and a Coffee Shop and Market at The Farm. The Farm is a community of transitional living homes for 58 youths/young adults who have just aged out of foster care. Goal of The Farm is to build the confidence, independence and opportunity for the young adults living onsite.	\$ 500,000
4B 25-11	Heard Natural Science Museum	Upgrade four trails with Flex-Fine Base, a crushed rock and limestone powder variant that bonds to earth and creates a base layer that can withstand moisture, tolerate high levels of pedestrian traffic, and prevent the formation of holes and ruts on the surface. In addition, the outer loop trail will be upgraded to a poured concrete, 6' wide sidewalk making slopes and pedestrian passing more manageable. Switchback ramps will be added to the outer loop to more safely and easily ascend to landings and elevated spaces. Improvements will make outdoor exhibits and programs more accessible.	\$ 211,160
TOTAL			\$ 711,160

- In addition to project grants approved, the board approved a reallocation of \$6.7 million in lapsed funds to Parks and Recreation for specific projects.

- **Retail Development Infrastructure Grants** - *Retail is defined as: storefronts/shops, restaurants, specialty food venues, event venues, salons, grocery stores, drug stores, etc.*
 - Grants will fund infrastructure improvements for retail establishments or buildings housing retail enterprises that are **exterior to a property, necessary to promote or develop new or expanded business enterprises.**
 - The final cycle for Retail Infrastructure grants will open for application July 1-31.

- **Upcoming events** supported by MCDC Promotional and Community Event Grants:

June 14	CCHM: Wedding Bliss
June 14	SBG: McKinney Craft Beer Walk
June 21	Summer Event @ John and Judy Gay
July 12	Millhouse: Artisan Maker Markets
July 10-12	Young Actors Guild: Charlotte's Web
July 12	SBG: McKinney Margarita Stroll
July 20	Marching Music: Drum Line Expo
July 21	Marching Music: DCI McKinney Competition
Aug 1-2	MRT: Barefoot in the Park
August 2	Summer Event @ John and Judy Gay
Aug 8-9	MRT: Barefoot in the Park
Aug 15-16	MRT: Barefoot in the Park
August 23-24	McKinney Literature Fest