

McKinney Community Development Corporation
Meeting of the Promotional and Community Event Grant Subcommittee
January 12, 2026

The McKinney Community Development Corporation Promotional and Community Event Grants Committee met at 4:00 p.m. on January 12, 2026, at the offices of McKinney Community Development Corporation, 7300 SH 121 SB, Suite 200, McKinney, Texas.

MCDC Board Members Present: Joy Booth, AJ Micheletto, and Markus Lloyd.

Staff Present: President Cindy Schneible and Grant Program and Marketing Manager Linda Jones.

President Schneible confirmed that total grant funds budgeted for Cycle 1 are \$125,000. The requirement for this grant is that the event(s) must showcase the City of McKinney for purposes of business development and/or tourism.

Each application was discussed in detail individually with careful consideration given to the following:

- ability to showcase City of McKinney for purposes of business development and/or tourism,
- anticipated attendance from McKinney residents and visitors to the city,
- data from past events provided through submitted final reports,
- location of the event,
- per capita promotional calculations,
- number of events supported by a single grant,
- past grants awarded,
- new versus repeat events, and
- grant recipient's investment (percentage of budget being requested).

After detailed discussion, the subcommittee unanimously agreed to recommend a total of \$124,530 in grant awards as follows:

- PC 26-01 submitted by Heritage Guild of Collin County in the amount of \$13,000 for the promotion of 2026 Chestnut Square events from January – June 2026 to include Farmers Market, Crazy in May Quilts, Ghostly Hauntings, Museum Events (museum tours, Trolley tours, Salute to Veterans), and youth and adult Educational Programming. **Subcommittee recommends funding in the amount of \$13,000**
- PC 26-02 submitted by Art by Metta in the amount of \$7,500 for the promotion of 2026 R&B Festival. **Subcommittee recommends funding in the amount of \$5,000.**
- PC 26-03 submitted by ManeGait Therapeutic Horsemanship in the amount of \$12,500 for the promotion of 2026 Country Fair and ManeGait LIVE. **Subcommittee recommends funding in the amount of \$10,000.**
- PC 26-04 submitted by St. Peter's Episcopal Church in the amount of \$15,000 promotion of the 2026 McKinney Empty Bowls. **Subcommittee recommends funding in the amount of \$10,000.**

- PC 26-05 submitted by McKinney Philharmonic Orchestra in the amount of \$13,500 for the promotion of 2026-2027 performances. **Subcommittee recommends funding in the amount of \$11,000.**
- PC 26-06 submitted by Texas Homegrown Music in the amount of \$10,000 for the promotion of 2026 Texas Homegrown Stage at TMR30. **Subcommittee recommends funding in the amount of \$9,000.**
- PC 26-07 submitted by Collin County History Museum in the amount of \$12,300 for the promotion of 2026 Museum events. **Subcommittee recommends funding in the amount of \$8,000.**
- PC 26-08 submitted by SBG Hospitality in the amount of \$15,000 for the promotion of 2026-2027 Downtown McKinney Sip & Stroll Series. **Subcommittee recommends funding in the amount of \$13,500.**
- PC 26-09 submitted by McKinney Repertory Theatre in the amount of \$1,030 for the promotion of 2026 performances. **Subcommittee recommends funding in the amount of \$1,030.**
- PC 26-10 submitted by MillHouse Foundation in the amount of \$15,000 for the promotion of 2026 Festivals, Makers Markets, and Exhibits. **Subcommittee recommends funding in the amount of \$13,500.**
- PC 26-11 submitted by Sostenuto Choral Community in the amount of \$5,300 for the promotion of the 2026 Spring Concert. **Subcommittee recommends funding in the amount of \$2,000.**
- PC 26-12 submitted by Marching Music Made in McKinney in the amount of \$10,000 for the promotion of 2026 DCI competition and Drumline exhibition. **Subcommittee recommends funding in the amount of \$7,000.**
- PC 26-13 submitted by McKinney Main Street in the amount of \$14,000 for the promotion of 2026 Arts in Bloom. **Subcommittee recommends funding in the amount of \$14,000.**
- PC 26-14 submitted by 25 Revolutions in the amount of \$15,000 for the production of a promotional trailer for expanded distribution of the TMR 25-year Documentary. **Subcommittee recommends funding in the amount of \$7,500.**

Board Member Booth agreed to present these recommendations to the MCDC Board at the month Board meeting on January 22, 2026.

Meeting was adjourned at 5:09 p.m.

These minutes were approved by the Board on February 26, 2026.

George Fuller, Chair

Deborah Bradford, Secretary