



December 10, 2025

TO: McKinney Economic Development Corporation  
Visit McKinney

FROM: Cindy Schneible, President

## **McKinney Community Development Corporation Update**

- **Promotional and Community Event Grants**

- Applications for the first cycle of Promotional grants were accepted through November 28.
- Fourteen applications were received (summary attached).
- Maximum award is \$15,000 and is restricted to advertising, marketing and promotional activities.

- **Project Grants**

- The first cycle for FY26 Project grants is open. Applications will be received through December 30.
- Public hearings will be scheduled for the January 22 meeting on eligible projects.

- **Recap of Grants Awarded – FY25** (attached)

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

Saturday, December 6, 2025	McKinney Philharmonic Orchestra	8th Annual All-Star Christmas	Trinity Presbyterian Church
December 12-13, 2025	McKinney Repertory Theatre	A Christmas Carol	Courtroom Theatre
Saturday, December 13, 2025	MillHouse	Artisan Maker Markets	McKinney Cotton Mill
Saturday, December 13, 2025	McKinney Rotary	Christmas Parade of Lights	Downtown McKinney

MCDC Promotional & Community Event Grants -- 2025 Cycle 1			
	Applicant	Event(s)	Request
26-01	Heritage Guild of CC	Events at Chestnut Square (Jan-June 2026): Farmers Markets, Crazy in May Quilts, Ghostly Hauntings, Museum events (museum, Trolley Tours, Salute to Veterans), Youth and Adult Educational Events	\$13,000
26-02	Art by Metta	2026 R&B Festival - May 11, 2026 at TUPPS	\$7,500
26-03	ManeGait Therapeutic Horsemanship	2026 Country Fair & ManeGait LIVE -- May 3, 2026 at TUPPS	\$12,500
26-04	St. Peter's Episcopal Church	2026 McKinney Empty Bowls -- April 23, 2026 at TUPPS	\$15,000
26-05	McKinney Philharmonic Orchestra	2026-2027 Performances (9 shows) Holiday Pops - Dec 4 '25 Pops - Feb 5 '26 Side by side with youth - May 23 '26 Classical Series - Oct 4 '25, Nov 7 '25, Apr 3 '26 Chamber Series - Nov 2026, Feb 2027, Apr 2027	\$13,500
26-06	Texas Homegrown Music	Production of a promotional trailer for expanded distribution of the Texas Music Revolution 25-year anniversary documentary filmed in and highlighting McKinney.	\$10,000
26-07	CC History Museum	2026 Museum Events Created in Collin exhibit - Jan-Dec 2026 America250 Program - June 1 - Aug 31, 2026 Where Were You? - Sept 1-30, 2026 Pop-up exhibits throughout 2026	\$12,300
26-08	SBG	2026 Sip & Strolls	\$15,000
26-09	McKinney Repertory Theater	2026 Events McKinney New Works Festival - Feb 12, 19 & 26 at Heard-Craig Center for Arts Community Concert (Forever Plaid cast) -- April 26 at Heard-Craig Center for Arts Comedic Radio Show - July 2026 at Chestnut Square	\$1,030
26-10	MillHouse Foundation	Winter Indoor Festival -- Feb 14-15 Atrium Gallery Exhibits (all tentative) - April, July 11, November Art in Bloom - April Summer Indoor Festival - August 29-30 Art in Action (South Africa) - Sept (TBD) McKinney Art Studio Tour - Nov 14 Makers Markets -- Jan 10, Mar 14, May 9, June 13, July 11, Sept 12 (South African), Oct 10, Nov 14, Dec 12	\$15,000
26-11	Sostenuto Choral	2026 Spring Concert -- May 18 at First McKinney	\$5,300
26-12	Marching Music Made in McKinney	2026 DCI (July 20) at MISD Stadium Drumline Expo at TUPPS (July 19)	\$10,000
26-13	McKinney Main Street	2026 Arts in Bloom -- April 10-12	\$14,000
26-14	25 Revolutions	Production of a promotional trailer for expanded distribution of the Texas Music Revolution 25-year anniversary documentary filmed in and highlighting McKinney.	\$15,000
			<b>\$159,130</b>

TOTAL FUNDS AVAILABLE	
<b>Budgeted for Cycle 1 FY2026</b>	<b>\$ 125,000</b>
<b>Budgeted for Cycle 2 FY2026</b>	<b>\$ 125,000</b>
	<b>\$ 250,000</b>

# Grant Funding- FY25 - \$23,381,162

\*Grant total includes debt service on bonds sold to support airport. Total commitment is \$30 million.

