



McKINNEY COMMUNITY  
DEVELOPMENT CORPORATION

Joint Meeting  
Parks Advisory Board  
May 8, 2025



***Vision:*** A driving force for a premier quality of life in McKinney.

***Mission:*** Work proactively, in partnership with others, to promote and fund community, cultural and economic development projects that maintain and enhance the quality of life in McKinney.

### **Guiding Principles**

- Serve ethically and with integrity
- Provide responsible stewardship
- Embrace our role and responsibility
- Honor the past – provide innovative leadership for the future
- Make strategic and transparent decisions that best serve the community



# Use of Sales Tax Revenue

Projects eligible for consideration for funding through the half-cent sales tax proceeds are authorized by state Law under the Development Corporation Act and include:

- Projects related to the creation or retention of primary jobs
- Projects related to job training to further economic development
- Infrastructure improvement projects necessary to develop new or expanded business enterprises
- Certain airport facilities
- Promotional expenses that advertise or promote McKinney for the purpose of business development
- Projects related to recreational or community facilities
- Projects related to low-income housing
- Professional and amateur sports and athletic facilities, including children's sports
- Entertainment, tourist and convention facilities
- Public parks and open space improvements
- Mass transit-related facilities and/or equipment (not operations)



# Strategic Priorities for Project Funding

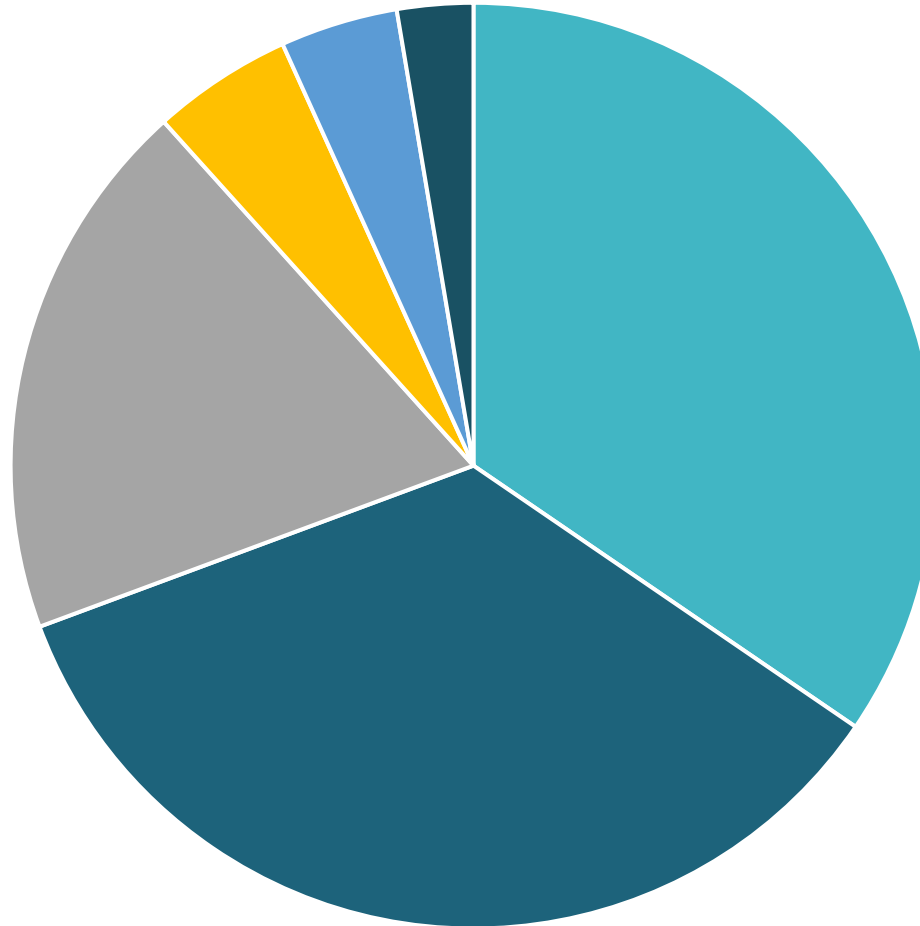
We are committed to working proactively and in collaboration with community partners including the City, MEDC, businesses and nonprofit organizations.

- Affordable housing (60% Area Media Income) achieved through nonprofit, City and private partnerships
- Multi-use/mixed-use/full-service hotel & convention center/performing arts center/destination entertainment projects
- Historic Cultural District and East Side development
- Parks and open space development; and preservation of open space and natural areas
- Community gathering facility and/or nonprofit hub



# FY 24 Funding - \$18,818,214

FY24 Funding



- Parks & Open Space Development - \$6,500,000
- Multi-Use/Mixed Use/Entertainment - \$3,573,127
- Community Gathering Facility - \$773,499

- Collaborative Projects - \$6,549,204
- Historic Cultural District/East McKinney - \$922,384
- Low Income Housing - \$500,000

# Questions/Discussion?

## CONTACT US

Cindy Schneible

President

[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)

 [@McKinneyCDC](https://www.facebook.com/McKinneyCDC)

 [@mckinneycdc](https://twitter.com/mckinneycdc)

Linda Jones

Grant Program & Marketing Manager

[ljones2@mckinneycdc.org](mailto:ljones2@mckinneycdc.org)

7300 SH 121, SB, Suite 200

McKinney, TX 75070

## ECONOMIC DEVELOPMENT RESOURCES:

- Texas Economic Development Council: <https://texasedc.org/>
- Texas Municipal League: <https://www.tml.org/185/Economic-Development-Handbook>
- Texas Comptroller: <https://comptroller.texas.gov/economy/development/sales-tax/edc/>

