



November 12, 2019

TO: McKinney Economic Development Corporation
Visit McKinney

FROM: Cindy Schneible, President

RE: McKinney Community Development Corporation Update

MCDC Board officers for FY 20 were elected at the October 24th meeting, and include:
Chairman: Jackie Brewer; Vice Chairman: Rick Glew; Secretary: Mary Barnes Tilley; Treasurer: Angela Richardson-Woods.

MCDC Grants

Applications for Promotional and Community Event grants are being accepted through November 29, 2019. Grant funds awarded in this category are restricted for advertising and marketing of events that showcase the city for the purpose of business development and/or tourism. The total allocated for the first of two annual cycles is \$75,000. Maximum award for any single grant is \$15,000.

The application period for the first of three cycles of Project Grants will open December 1. Categories of projects eligible for consideration include:

- Projects Related to Recreational or Community (city-owned) Facilities
- Projects Related to Affordable Housing
- Professional and Amateur sports and Athletic Facilities, including children's sports
- Entertainment, Tourist and Convention Facilities
- Public Parks and Open Space Improvements
- Projects Related to the Creation or Retention of Primary Jobs (defined in the Local Government Code)
- Mass Transit-Related Facilities or Equipment
- Certain Airport Facilities
- Projects Related to Job Training to Further Economic Development (Does not include "life skills" or "career skills" training. Must be job specific, initiated by a company, with permanent positions created and market rate salaries paid)
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises (water, sewer, utilities)

The application period for the first of two cycles of Retail Development Infrastructure Grants (RDIG), created to provide funding support for infrastructure improvements for landmark retail properties within the City of McKinney will open January 1, 2020.

"Landmark retail" is defined as buildings within the historic downtown area with boundaries that coincide with the "Cultural District" designation; retail redevelopment opportunities at locations that are viewed as gateways into the city (e.g. Highway 5 and Spur 399 – and other locations along Highway 5; Virginia Parkway and 75).

The maximum award for any single grant will be 50% of total cost of the infrastructure improvements proposed, up to a maximum of \$25,000. The amount requested, must be matched by the property owner or tenant. Funds secured from other City of McKinney sources (TIRZ, Community Grants, etc.) may not be used for the owner/tenant match.

Marketing/Promotion/Advertising

Samples of MCDC advertising to support an initiative to educate McKinney residents about the impact dining and shopping in McKinney has on investment in quality of life amenities in McKinney are attached.

The goals for the campaign are to encourage support for local business and to make a connection with residents between buying local and the ability to invest sales tax dollars in community projects that enhance our quality of life in McKinney, and help attract and retain businesses enterprises.



SPEND IT HERE. **KEEP IT HERE.**

When residents and visitors shop and dine in McKinney, a half-cent sales tax revenue is reinvested to enhance the community.



28 projects, promotional activities and events funded in 2019



\$155 million grants funded since 1996



\$5.5 million committed annually for parks and recreation projects until 2025

MCDC

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

www.McKinneyCDC.org