

McKinney Community Development Corporation

Marketing Campaign Update

Presented by Michelle Feldker

City of McKinney Communications & Marketing Department

November 17, 2022



Communication and Advertising Goals

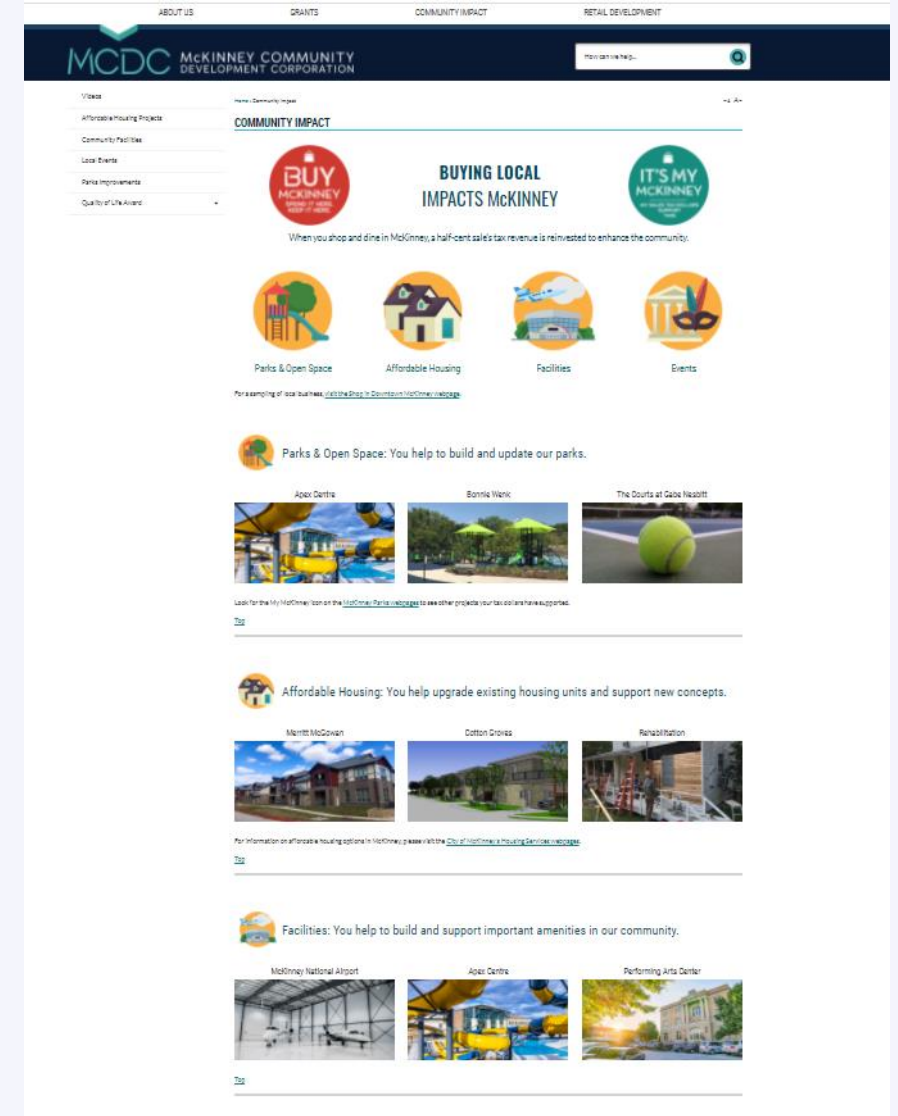
- Integrate and cross promote
 - Community partners
 - Businesses
 - Grant recipients' events, programs and projects
- Continue to look for ways to promote and educate residents to spend locally
- Increase awareness of the grant programs
- Promote McKinney to visitors and the surrounding communities to increase retail and local businesses traffic

Redesigned and launched website



Landing page

McKinneyCDC.org



Interior page

Cross promotion and integration



HELP US SHARE THE MESSAGE!

MCDC encourages consumers to spend it here and support local businesses like you. Add this window cling to your store front or vehicle as a reminder to Buy McKinney.



HOW BUYING LOCAL IMPACTS MCKINNEY

Since 1996, McKinney Community Development Corporation enhances the aesthetics, cultural and leisure amenities to maintain and improve the quality of life in McKinney through **It's My McKinney** projects and events.



Reinvesting to Build Our Community

The McKinney Community Development Corporation (MCDC) awards grants to McKinney business and non-profit applicants. Visit [McKinneyCDC.org](https://mckinneycdc.org) for details.

TYPES OF GRANTS INCLUDE:

- Retail Development
- Infrastructure Grants
- Promotional and Event Grants
- Community Project Grants



MCDC
McKINNEY COMMUNITY
DEVELOPMENT CORPORATION

5900 S. Lake Forest Dr., Suite 110
McKinney, Texas 75070

PRESORTED
STANDARD
U.S. POSTAGE
PAID
DALLAS, TX
PERMIT 2036

Direct Mail targeted to local small businesses
Mail date: Nov. 2022

Cross promotion and integration



Holiday Happenings
in McKinney

Join us for the Holidays

-  **Nov. 25-26 & Dec. 9-10**
McKinney Repertory Theatre
A Christmas Carol
-  **All December**
Collin County History Museum
Then & Now Christmas
-  **Dec. 3**
McKinney Philharmonic Orchestra
All Star Christmas
-  **Dec. 3-4**
Chestnut Square
Holiday Tour of Homes
-  **Dec. 10**
Christmas in Adriatica
McKinney Rotary Parade of Lights
in Downtown

Remember to BUY MCKINNEY when shopping and dining!
Supporting local businesses generates sales tax that is reinvested back into the community. These are some of the local events and projects your sales tax dollars help support.

MCDC | **McKINNEYCDC.ORG**

SPEND IT HERE. KEEP IT HERE.



IT'S MY MCKINNEY
MY SALES TAX DOLLARS
SUPPORT MY COMMUNITY

Remember to BUY MCKINNEY when shopping and dining!
Here are some of the local events and projects your sales tax dollars help support.

COMMUNITY EVENTS & PROJECTS

-  **Crape Myrtle Run and Festival: Sept. 25**
-  **Music in Motion McKinney Philharmonic Orchestra: Sept. 5**
-  **Dia De Los Muertos Celebration: Oct. 16**
-  **Finch Park Renovation**

MCDC **McKINNEY COMMUNITY DEVELOPMENT CORPORATION**
mckinneycdc.org

BE ACTIVE AND HAVE FUN IN MCKINNEY



HIKE & BIKE TRAILS



FITNESS COURT



APEX CENTRE

Just a few more ways your sales tax dollars stay in McKinney to build our community!

McKinney offers unique ways to stay active and have fun!

- 67 miles of paved hike and bike trails
- 30-piece outdoor fitness courts inside McKinney parks
- Family-friendly aquatics, fitness and recreational facilities



BUY MCKINNEY
SPEND IT HERE.
KEEP IT HERE.

McKINNEY COMMUNITY DEVELOPMENT CORPORATION
McKinneyCDC.org

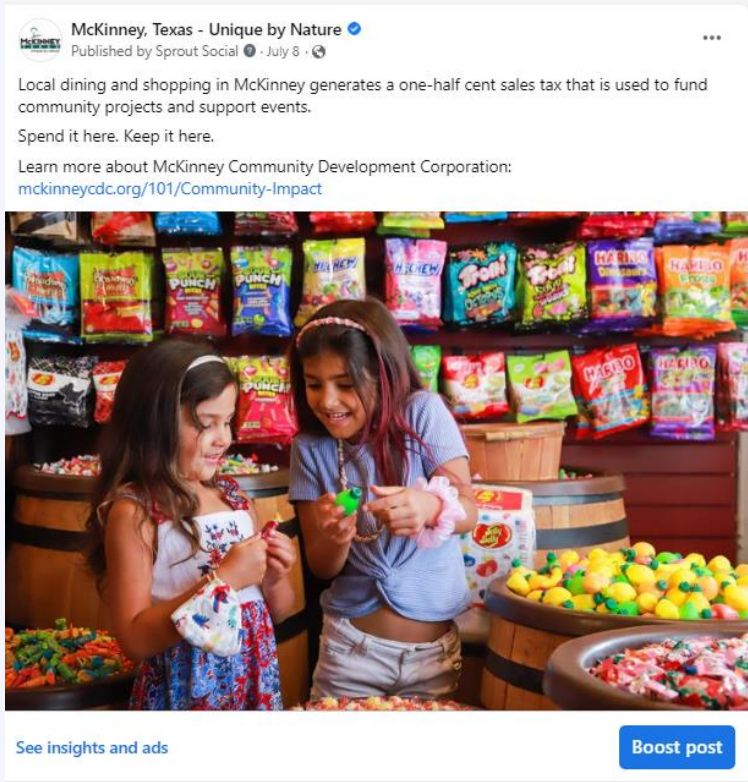
Community Impact ads

Cross promotion and integration



Grant recipient ads/flyers

Cross promotion and integration



Cross promotion and integration



McKinney, Texas - Unique by Nature

Published by Sprout Social · October 18 at 11:09 AM ·

We are Unique by Culture because being unique is in our nature!

This past weekend, we celebrated [McKinney Dia De Los Muertos](#) in [Historic Downtown McKinney](#). [McKinney Community Development Corporation](#) provided a grant to help fund this amazing event. Spend it here, keep it here!

[UniquebyNature.org](#)




See insights and ads

Boost post

 516

73 Comments 31 Shares




McKinney, Texas - Unique by Nature

Published by Sprout Social · August 25 ·

We are Unique by Art... because being unique is in our nature.

Last week we asked you to share pictures of ART in McKinney. Keep the photos coming!

Speaking of art, MillHouse Summer ArtFest is Aug. 27-28 (11 am-5 pm)! Beat the heat at this indoor juried art festival at the Cotton Mill. [McKinney Community Development Corporation](#) funds the event through a Promotional and Community Events grant. Spend it here. Keep it here.



Grant promotion and integration



Home for the Holidays... A McKinney Christmas

Thanksgiving weekend marks the 41st year for this hometown Christmas celebration. Visit the 14-block area of Downtown McKinney for family activities, food and entertainment and enjoy a uniquely McKinney Christmas celebration. It's an unforgettable experience and a great start to the holiday season. [View festival info.](#)

McKinney Christmas Tree - A Gift to the Community

Downtown McKinney is importing a 34-foot Blue Spruce Christmas tree to adorn the city's square. We need your help to make this tree shine.

McKinney Main Street has announced its eighth annual fundraising campaign, which will raise funds to cover the cost of importing the live tree from Michigan. Main Street is taking donations of all sizes to help cover the cost of this tree. The first 125 people who donate \$35 to this tax-deductible campaign will receive a commemorative keepsake ornament. [Learn more](#) about the fundraising campaign and [donate](#).

The campaign is supported by corporate sponsor NETRIO, who generously donated to launch the campaign.

MCDC Promotional and Community Event Grants available

Each year, the McKinney Community Development Corporation allocates a percentage of the annual budget for promotional activities and community events that showcase the City of McKinney for the purpose of developing new or expanded business opportunities, and/or tourism. Applications for Promotional and Community Event Grants will be accepted through Wednesday, Nov. 30. [Learn more.](#)

Retail Development Grant



Educational/promotional video for social media



Educational/promotional handout

A handout titled "RETAIL DEVELOPMENT INFRASTRUCTURE GRANTS REINVESTING TO BUILD OUR COMMUNITY". It features a photograph of a street scene in McKinney at dusk. The text explains that since 1996, the McKinney Community Development Corporation (MCDC) has used a half-cent sales tax to fund projects through grants, offering "Retail Development Infrastructure Grant" opportunities twice a year in January and July. A red banner states: "QUALIFYING BUSINESSES CAN RECEIVE UP TO \$25,000 CONTACT MCDC ABOUT THIS OPPORTUNITY!". It lists "WHO CAN APPLY?" (Landmark Retail: Buildings in Historic Downtown's Cultural District; Retail redevelopment located along Gateway Entrances and intersections in McKinney) and "ELIGIBLE IMPROVEMENTS" (Sewer, Water, Electric Utilities, Gas Utilities, Drainage, Site Work). It also notes that matching funds are required from the business or property owner (\$25,000 maximum grant) and that façade improvements are not eligible for funding through this grant. The MCDC logo and website www.McKinneyCDC.org/Grants are at the bottom.

Message Integration



Project signs

Advertising



BUY
MCKINNEY

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

**WHEN YOU
BUY IN MCKINNEY,
GREAT THINGS HAPPEN!**

McKinneyCDC.org

Billboard on Hwy 5

Advertising



Historic Preservation Calendar ad



Community Impact ad

Byron Nelson

19th Hole Expo Booth at Main Entrance

- Great foot traffic daily from 8am-3pm
- Received many compliments on branding



135,000
Attendees

*Attendee results are preliminary as the tournament is still calculating tickets purchased vs tickets used.



Byron Nelson

