

McKinney Community Development Corporation
Meeting of the Promotional and Community Event Grant Subcommittee
July 8, 2025

The McKinney Community Development Corporation Promotional and Community Event Grants Committee met at 4:00 p.m. on July 8, 2025, 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 available for Cycle 2 are \$174,421, including reappropriations of \$69,396 in unspent funds from FY 2024. 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 spend on proposed promotional and advertising plans
- number of events supported by a single grant
- past grants awarded
- new versus repeat events
- grant recipient's investment (percentage of budget being requested).

After detailed discussion, the subcommittee unanimously agreed to recommend a total of \$80,395 in grant awards as follows:

- PC 25-17 submitted by Heritage Guild of Collin County in the amount of \$14,905 for the promotion of 2025 Chestnut Square events to include Farmers Market, Ghostly Hauntings, Ghost Trolleys, Pumpkin Pals, Educational Programming, and Holiday Tour of Homes. **Subcommittee recommends funding in the amount of \$14,905.**
- PC 25-18 submitted by Rotary Foundation of McKinney in the amount of \$7,500 for the promotion of 2025 Downtown Parade of Lights. **Subcommittee recommends funding in the amount of \$7,500.**
- PC 25-19 submitted by Texas Women Society in the amount of \$13,500 for the promotion of 2025 McKinney Asian Food & Art Festival. **Subcommittee recommends funding in the amount of \$12,000.**
- PC 25-20 submitted by McKinney Repertory Theater in the amount of \$6,790 for two shows in 2025 Season. **Subcommittee recommends funding in the amount of \$6,790.**

- PC 25-21 submitted by The Warriors Keep in the amount of \$12,500 for the promotion of 2025 North Texas Veterans Day Celebration. **Subcommittee recommends funding in the amount of \$5,000.**
- PC 25-22 submitted by Collin County Master Gardeners in the amount of \$14,500 for the promotion of 2025-2026 Events and Workshops. **Subcommittee recommends funding in the amount of \$12,000.**
- PC 24-23 submitted by McKinney Main Street in the amount of \$14,000 for the promotion of 2025 McKinney Oktoberfest. **Subcommittee recommends funding in the amount of \$14,000.**
- PC 25-24 submitted by Art Club of McKinney in the amount of \$7,100 for the promotion of 2025-2026 events including 3 art shows and 13 community events. **Subcommittee recommends funding in the amount of \$4,200.**
- PC 25-25 submitted by Millennial Maven Creative Foundation in the amount of \$10,000 for the promotion of 2025 Rooted in Rhythm event at District 121. **Subcommittee recommends funding in the amount of \$4,000.**

Board Alternate Lloyd will present these recommendations to the MCDC Board at the month Board meeting on July 24, 2025.

Meeting was adjourned at 5:12 p.m.

These minutes were approved by the Board on August 28, 2025.

Angela Richardson-Woods, Chair

Deborah Bradford, Secretary