

**McKinney Community Development Corporation**  
**Meeting of the Promotional and Community Event Grant Subcommittee**  
**July 17, 2023**

The McKinney Community Development Corporation Promotional and Community Event Grants Committee met at 4:30 p.m. on July 17, 2023, in the MCDC offices at 7300 SH 121, Suite 200, McKinney, Texas.

**MCDC Board Members Present:** Secretary Deborah Bradford and Board Members David Riche and Joy Booth.

**Staff Present:** President Cindy Schneible and Administrative and Marketing Coordinator Linda Jones.

President Schneible shared that total grant funds available for Cycle II are \$131,458 which includes reappropriation of unspent funds from FY 2023. She reminded everyone that events must showcase the City of McKinney for purposes of business development and/or tourism. Other factors considered in decisions included anticipated attendance from McKinney residents and visitors to the city, data from past events, and number of events supported by a single grant.

Total requested from Cycle II applicants totaled \$116,081.00. After detailed discussion of each grant application, the subcommittee unanimously agreed to recommend a total of \$91,200.00 in grant awards as follows:

- PC 23-14: Heritage Guild of Collin County requested \$13,750 for the promotion of Chestnut Square events including but not limited to Farmers Market, Legends of McKinney Hauntings, Murder Mystery, Bar Wars and Holiday Tour of Homes. **The subcommittee recommends funding of \$11,500.**
- PC 23-15: McKinney Lacrosse Club requested \$3,100 for the promotion of 2023 Turlaxin' Tournament. **The subcommittee recommends funding of \$3,100.**
- PC 23-16: McKinney Repertory Theatre requested \$14,990.98 for the promotion of 2023-2024 Season to include five different productions and more than 20 total performances. **The subcommittee recommends funding of \$10,500.**
- PC 23-17: Art Club of McKinney requested \$4,200 for the promotion of their 2023-2024 season performances to include one student show, one member show and an Art Meets Poetry Show. **The subcommittee recommends funding of \$2,100.**

- PC 23-18: McKinney Rotary Club requested \$7,500 for the promotion of the 2023 Parade of Lights. **The subcommittee recommends funding of \$7,500.**
- PC 23-19: McKinney Philharmonic Orchestra requested \$15,000 for the promotion of their 2023-2024 performances. **The subcommittee recommends funding of \$10,500.**
- PC 23-20: McKinney Chamber Foundation requested \$9,000 for the promotion of the 2023 Dia de los Muertos event. **The subcommittee recommends funding of \$9,000.**
- PC 23-21: McKinney Main Street requested \$13,500 for the promotion of 2023 Oktoberfest and 2023 Home for the Holidays: A McKinney Christmas. **The subcommittee recommends funding of \$13,500.**
- PC 23-22: Texas Cellos requested \$15,000 for the promotion of the 2023 season performances in McKinney. **The subcommittee recommends funding of \$4,500.**
- PC 23-23: Collin County Master Gardeners requested \$10,040 for the promotion of the 2023 Garden Show. **The subcommittee recommends funding of \$9,000.**
- PC 23-124: SBG Hospitality requested \$10,000 for the promotion of the 2023 McKinney Wine and Music Festival. **The subcommittee recommends funding of \$10,000.**

Secretary Bradford will present these recommendations to the MCDC Board at the month Board meeting on July 27, 2023.

Meeting was adjourned at 6:20 p.m.

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Angela Richardson-Woods, Chair

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Deborah Bradford, Secretary