

**McKinney Community Development Corporation
Meeting of the Promotional and Community Event Grant Subcommittee
January 22, 2024**

The McKinney Community Development Corporation Promotional and Community Event Grants Committee met at 12:30 p.m. on January 22, 2024 in the MCDC offices at 7300 SH 121, Suite 200, McKinney, Texas.

MCDC Board Members Present: David Riche, Mary Barnes-Tilley, and Joy Booth.

MCDC Board Alternate Present: Chris Wilkes

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

President Schneible confirmed that total grant funds available for FY 24 Promotional Grants is \$272,205.31, including reappropriations of \$72,205.81 in unspent funds from FY 2023. She reminded everyone that 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 individually with consideration given to anticipated attendance from McKinney residents and visitors to the city, data from past events, number of events supported by a single grant, past grants awarded, and new versus repeat events.

After detailed discussion, the subcommittee unanimously agreed to recommend a total of \$117,600 in grant awards as follows:

- PC 24-01 submitted by Texas Women Society in the amount of \$12,500 for the promotion of McKinney Asian Festival. **Subcommittee recommends funding in the amount of \$8,000.**
- PC 24-02 submitted by ArtByMetta in the amount of \$5,600 for the promotion of McKinney RNB Picnic Festival. **Subcommittee recommends funding in the amount of \$2,000.**
- PC 24-03 submitted by St. Peter's Episcopal Church in the amount of \$12,000 for the promotion of 2024 McKinney Empty Bowls. **Subcommittee recommends funding in the amount of \$12,000.**

- PC 24-04 submitted by McKinney Community Concerts Association in the amount of \$10,000 for the promotion of their 2024 series. **Subcommittee recommends funding in the amount of \$4,000.**
- PC 24-05 submitted by ManeGait Therapeutic Horsemanship in the amount of \$12,500 for the promotion of 2024 ManeGait LIVE. **Subcommittee recommends funding in the amount of \$9,000.**
- PC 24-06 submitted by SBG Hospitality in the amount of \$15,000 for the promotion of the Downtown Sip & Stroll Series. **Subcommittee recommends funding in the amount of \$15,000.**
- PC 24-07 submitted by McKinney Main Street in the amount of \$11,000 for the promotion of 2024 Arts in Bloom. **Subcommittee recommends funding in the amount of \$11,000.**
- PC 24-08 submitted by Heritage Guild of Collin County in the amount of \$13,222 for the promotion of 2024 Chestnut Square events to include Farmers Market, Bar Wars, Murder Mystery, Educational Programming, and Farm to Table event. **Subcommittee recommends funding in the amount of \$11,500.**
- PC 24-09 submitted by Marching Music Made in McKinney in the amount of \$5,600 for the promotion of 2024 DCI and drum battle. **Subcommittee recommends funding in the amount of \$5,600.**
- PC 24-10 submitted by McKinney Philharmonic Orchestra in the amount of \$15,000 for the promotion of 2024-2025 season performances. **Subcommittee recommends funding in the amount of \$11,000.**
- PC 24-11 submitted by MillHouse Foundation in the amount of \$13,950 for the promotion of 9 Makers Markets, 2 ArtFests, MuralFest, and International Postcard Art Exhibit. **Subcommittee recommends funding in the amount of \$12,000.**
- PC 24-12 submitted by Collin County History Museum in the amount of \$15,000 for the promotion of 2024 Created in Collin Exhibit and Shelby Car Exhibit. **Subcommittee recommends funding in the amount of \$13,000.**
- PC 24-13 submitted by Direction 61:3 in the amount of \$5,000 for the promotion of 2024 BBQ & Bingo and Mosaix Concert events. **Subcommittee**

recommends funding in the amount of \$3,500 for the promotion of the Mosaix Concerts.

Secretary Riche will present these recommendations to the MCDC Board at the monthly Board meeting on January 25, 2024

Meeting was adjourned at 2:05 p.m.

Angela Richardson-Woods, Chair

David Riche, Secretary