

## **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**DECEMBER 18, 2025**

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Thursday, December 18, 2025, at 8:00 a.m.

**Board Members Present:** Chair George Fuller, Vice Chair David Riche, Secretary Deborah Bradford, Treasurer Chris Wilkes, Board Members Angela Richardson-Woods, Joy Booth, and AJ Micheletto, and Board Alternate Markus Lloyd.

**City Council Present:** Mayor Pro Tem Geré Feltus and Councilman Michael Jones.

**Staff Present:** President Cindy Schneible, City Manager Paul Grimes, Director of Parks and Recreation Amy Kinkade, Visit McKinney Executive Director Aaron Werner, MEDC President Michael Kowski, MPAC Marketing & Development Specialist Jakia Brunell, Assistant Director of Engineering Tracy Lund, Service Desk Technician Justin Han, MCDC Grant Program and Marketing Manager Linda Jones, and MCDC Administrative and Marketing Coordinator Anahi Vega.

There were several guests present.

Chair Fuller called the meeting to order at 8:03 a.m. after determining a quorum was present. Pastor William Spearman of St. James CME Church offered an invocation which was followed by the Pledge of Allegiance.

Chair Fuller called for a motion on consent items. Board members unanimously approved a motion by Board Member Booth, seconded by Vice Chair Riche, to approve the following consent item:

**25-3494** Minutes of the McKinney Community Development Corporation Meeting of November 20, 2025.

**25-3495** Chair Fuller called for the Financial Report. Assistant Director of Finance Chance Miller presented the October financials. Revenues were \$2.3 million, primarily from sales tax. Expenses were more than \$1 million, including \$900,000 in project grant expenses. Regarding sales tax,

October numbers apply to August. McKinney saw an increase of 3.2% compared to a 20.4% increase for Allen, a 6.1% increase for Plano, and a 1.8% increase for Frisco. He shared that Allen's higher increase was largely attributed to the recent opening of Costco and related sales activity. Regarding the industry break out, sales taxes were relatively even with no industry standing out. Mr. Miller stated that final FY 2025 financials will be presented in January or February. There were no questions on the Checks Issued report.

**25-3496** Chair Fuller called for Board and Liaison Reports.

City of McKinney. City Manager Paul Grimes shared updates from the most recent City Council meeting related to construction of the commercial service terminal and other improvements at McKinney National Airport. He reported approval of a \$17 million construction contract with Mario Sinacola and Sons including construction of Taxiway Charlie, a roundabout, and a road connector from FM 546 into the airport. Mr. Grimes announced that the new commercial terminal has gone vertical, with the first walls now in place. The project remains on schedule to open in late fall 2026. He shared that Avelo Airlines has entered into a use and lease agreement with the City, making Avelo the first airline carrier committed to providing service out of McKinney National. Mr. Grimes stated that the City has issued a Request for Qualifications for development of a potential sports complex and other commercial uses on approximately 230 acres at Bloomdale Road and Taylor Burk Drive. The site includes an additional 50 acres on the north side of Bloomdale Road. Mr. Grimes proudly announced that City employees donated 2,400 gifts for the WFAA Santa's Helpers event, included in the total of 5,100 gifts donated by the community.

Visit McKinney. Executive Director Aaron Werner shared that the City is hosting the NCAA Division II National Championship game on December

20 at MISD Stadium, featuring Ferris State University vs. Harding University. On December 19, TUPPS Brewery will host a pre-game fan fest. Mr. Werner also shared that 10,000 visitor guides were distributed to select ZIP codes outside of McKinney in partnership with Texas Monthly. Treasurer Wilkes commended the Grandma Stand on the Square initiative, and Mr. Werner credited the Main Street team for that initiative.

McKinney Economic Development Corporation. President Michael Kowski shared that the Cannon Beach groundbreaking held on Monday emphasized the special experiences the development will bring to the community. He announced that the SMU Cox School of Business Top 100 Fastest Growing Companies list includes two McKinney-based companies, Maverick Power and Innovative Life Sciences, adding that Maverick Power was also recognized for Best Industrial Project of the Year in Dallas. He congratulated Director of Business Retention and Workforce Madison Clark for celebrating 10 years at MEDC.

McKinney Main Street/MPAC. Marketing & Development Specialist Jakia Brunell shared that the Grandma Stand received national press coverage, including features on local NBC and CBS stations, the national CBS News broadcast, a CBS Radio show, and People.com. Upcoming events include a Menorah Lighting on December 18, SoTenn Block Party and Night Market on December 19, Bridal Show at MPAC on January 10, YAG Presents: Whodunit? on January 16–17, and Tiny Doors Birthday Party on January 24. Renovations at MPAC will begin on February 1. Treasurer Wilkes commended the team for their efforts related to the Rotary Parade of Lights.

McKinney Parks and Recreation. Director Amy Kinkade thanked everyone who attended the ribbon cutting events at the Towne Lake Recreation Center and the Light Walk. She referred to the attached Parks report stating that Parks has 21 projects in the queue for 2026.

Ash Woods Park is near completion. The deadline for the sports complex Request for Qualifications is the end of January. Bid documents for Erwin Park are near finalization and expected to be complete in early January. Ms. Kinkade announced that the dog park at Towne Lake will be named the Barbara and Bob Tomes Dog Park at Towne Lake. Ms. Kinkade shared that they are moving forward with the four-plex at Gabe Nesbitt Community Park for softball fields, and construction will begin after the holidays. Ms. Kinkade shared a video highlighting the recently earned CAPRA accreditation (Commission for Accreditation of Park and Recreation Agencies), which places the City of McKinney Parks and Recreation department in the top 2% of parks and recreation agencies nationwide. She thanked the MCDC Board for its continued support. Treasurer Wilkes congratulated the Parks and Recreation team.

Board Chair. Chair Fuller shared that the McKinney Community Development Corporation is approaching its 30th anniversary. He noted that MCDC's significance in building a stronger McKinney will be highlighted through the next monthly Board meetings in recognition of this milestone. Chair Fuller recognized Treasurer Wilkes for his proactive efforts to highlight MCDC's impact. Treasurer Wilkes shared that MCDC will officially celebrate 30 years in April 2026. He stated that various grant recipients will help share MCDC's community impact through presentations of grant-funded projects and events.

**25-3497** Chair Fuller called for the President's Report. President Cindy Schneible directed Board members to the reports attached, including SBG Sip and Stroll, McKinney Día de los Muertos, Rooted in Rhythm, and the marketing report. She shared that in addition to the monthly marketing report, information regarding click-through data from City posts about MCDC will now be available on a quarterly basis. Ms. Schneible shared that the Project Grant application period closes on December 30, and

Retail Development Infrastructure Grant application period will be open from January 1–31.

Chair Fuller stated that the Board would hear next from 14 Promotional Grant applicants. In order for grants to be eligible for Board consideration, the applicants must demonstrate how their events will showcase the City of McKinney for business development and tourism. Each applicant will be given up to 5 minutes to present, then board members will follow up with any questions or comments. The Board will vote on the requests at the regular meeting on January 22.

**25-3498** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by The Heritage Guild of Collin County (PC 26-01) in the amount of \$13,000.00 for the advertising, marketing and promotion of 2026 events at Chestnut Square including Farmers Market, Crazy in May Quilts, Ghostly Hauntings, Trolley Tours, Village Tours, youth and adult educational programming, and exhibits. DeAnna Stone presented on behalf of Chestnut Square and shared that more than \$1 million in funding had been received from MCDC over the past 30 years. Ms. Stone reported that the McKinney Farmers Market will feature new vendors this year and announced that new sponsorship opportunities have had a positive financial impact. Facebook and Instagram engagement continues to grow. Ms. Stone shared upcoming events, including Valentine's in the Village on February 14, the Spring Kickoff at the McKinney Farmers Market on April 4, Bark-et at the Market on May 16, and Farm Family Fun Day on June 20. She reported that several events sold out in the past year, including Ghostly Hauntings Tours and the Farm-to-Table Dinner. More than 2,000 tickets were sold for the Holiday Tour of Homes, with 41% of attendees coming from McKinney, Frisco and Allen. Ms. Stone outlined additional upcoming events, including Prairie Adventure Camp, Ghostly Hauntings, Salute to

Veterans, and Crazy in May Quilts. She shared that Chestnut Square was gifted 500 quilts dating back to the 1700s and that 75 of them will be showcased in May. Marketing efforts include local radio and print advertising, printed materials and posters, digital outreach, and influencer partnerships. She announced that Chestnut Square was recently awarded a grant from the Texas Historical Foundation.

**25-3499** Secretary Bradford recused herself from discussion of the next item. Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by ArtByMetta, LLC (PC 26-02) in the amount of \$7,500 for the advertising, marketing and promotion of the 2026 R&B Picnic Festival. Juametta Terrell shared that the McKinney R&B Picnic Festival is a family-friendly event that showcases performances by local artists, bands, and DJs. The festival features more than 40 local vendors and provides them with an opportunity to reach new customers. Ms. Terrell shared that the event has been hosted at TUPPS Brewery for the past two years. Estimated attendance for the 2025 McKinney R&B Picnic Festival exceeded 1,300 attendees. The festival is designed to give back to the community, and 15% of ticket sales from the 2025 event were donated to McKinney Legacy Neighborhoods. Ms. Terrell shared that funding from MCDC grant allows the event to expand and continue to grow. Board Member Micheletto shared that she attended the event last year and enjoyed it. Board Member Richardson-Woods commended the addition of subscription pricing for families, noting that it helps keep the event affordable. Secretary Bradford rejoined the dais following discussion on the item.

**25-3500** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by ManeGait Therapeutic Horsemanship (PC 26-03) in the amount of \$12,500.00 for the

advertising, marketing and promotion of the 2026 ManeGait LIVE Country Fair and Concert. Danna Hamann shared that the grant request is to support the ManeGait LIVE Country Fair and Concert. The purpose of the event is to raise awareness of ManeGait's services and secure financial support. The event will be hosted at TUPPS Brewery, as the new ManeGait facility will not be ready to accommodate the event in 2026. Jennifer Moss shared that the event would take place on May 30 from 12:00 p.m. to 6:00 p.m. The event is free to the public and will feature activities for all ages, including axe throwing, face painting, crafts, food trucks, a petting zoo, and carnival games. The community stage, sponsored by the Love Life Foundation, will showcase live music throughout the day. Ms. Moss noted that the event will feature Hippie Fest 2026. Ms. Hamann shared that the event is expected to draw more than 5,000 attendees and generate net proceeds of \$142,000 through sponsorships. Marketing efforts will include radio and online promotions, streaming services, print advertising, signage, and posters. Chair Fuller shared that TUPPS Brewery has been a strong community partner and highlighted its continued role in hosting community events in East McKinney.

**25-3501** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by St. Peter's Episcopal Church (PC 26-04) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2026 Empty Bowls Event. Molly Jones, co-chair of Empty Bowls, announced that the event will take place on April 23 at TUPPS Brewery. She shared that the event will not be held at the MPAC Courthouse due to planned renovations. Beneficiaries for this year's event include Community Garden Kitchen, Little Free Pantry, McKinney Food Pantry, and The Samaritan Inn Pantry. Ms. Jones noted that during the recent government shutdown, many food distribution

organizations experienced increased demand in 2025 and used portions of their spring budgets to support food and pantry needs. General admission tickets will be priced at \$35. Additional parking will be available in the public lot adjacent to TUPPS Brewery. Event elements will include a collector's cup, live music, a silent auction, artisan bowls for sale, wine and beer for purchase, and the potential addition of more food purveyors. Empty Bowls had more than 1,000 attendees in both 2024 and 2025, supported by more than 100 volunteers. Ms. Jones shared that 35% of attendees came from outside the McKinney ZIP codes. Hosting the event at TUPPS Brewery is expected to help reach a younger demographic. In 2025, donations included \$37,000 to Community Garden Kitchen, \$33,000 to Community Lifeline, and \$12,000 to Little Free Pantry. Estimated income for 2026 is \$132,000, with projected expenses of approximately \$48,000, resulting in \$80,000 to \$85,000 in donations to beneficiaries. Ms. Jones shared that marketing efforts will include social media, yard signs, print materials, posters, and banners displayed at TUPPS Brewery. Vice Chair David Riche asked how parking would be addressed at TUPPS Brewery. Ms. Jones responded that a parking guide and map will be available on the event website and shuttle service will be provided. Treasurer Wilkes asked how a drone would be used for promotional purposes, and Ms. Jones shared that drone footage will be used to show how to get from Historic Downtown McKinney to TUPPS Brewery.

**25-3502** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Odysseus Chamber Orchestra (dba McKinney Philharmonic Orchestra) (PC 26-05) in the amount of \$13,500.00 for the advertising, marketing and promotion of the 2026-2027 concert season including a minimum of seven performances. Jasom Lim shared that the McKinney Philharmonic

Orchestra (MPO) is one of the leading professional orchestras in North Texas. Founded in Denton in 2012, the orchestra relocated to McKinney in 2014. He explained that MPO provides high-quality orchestra performances that enrich McKinney's cultural life, generate economic activity, offer affordable and low-cost concert opportunities, and create local jobs and professional opportunities for musicians and arts workers. In the 2026-2027 concert season, MPO plans to present seven subscription concerts, three chamber music series concerts, free recital series concerts, pops concerts, and thirty school tour concerts. The \$13,500 requested will fund billboards, Facebook ads, and radio promotions. Vice Chair Riche asked about average attendance per performance and whether all concerts would be held at McKinney Boyd High School. Mr. Lim responded that attendance varies by performance and explained that larger concerts which draw 1,000+ attendees are typically scheduled at the beginning of the semester at McKinney Boyd High School, while other concerts are held at alternative venues.

**25-3503** Chair Fuller and Board Member Micheletto recused themselves from discussion on the following item. Vice Chair Riche called for consideration/discussion on a Promotional and Community Event Grant application submitted by Raining Grace, Inc. (dba Texas Homegrown Music) (PC 26-06) in the amount of \$10,000.00 for the advertising, marketing and promotion of the 2026 Homegrown Stage at Texas Music Revolution in Downtown McKinney. Maylee Thomas-Fuller shared appreciation for the events being presented and thanked MCDC for its support of cultural and music-related events. She shared that Texas Homegrown Music was created as a volunteer-driven effort to increase visibility and support for Texas-based artists. Ms. Thomas-Fuller stated that Texas Homegrown Music will host a stage at the 30th Annual Texas Music Revolution on June 6–7. She shared that the Texas Homegrown

Music Stage drew 5,000 attendees last year. Event elements at Texas Music Revolution include two days of live music performances, VIP areas, vendors, children's activities, photo backdrops, and food and beverage offerings. Additional Texas Homegrown events include the ManeGait Fair and Maylee's HippieFest on May 30 at TUPPS, as well as a summer music series. Marketing efforts will include promotions through Buddy Magazine, Dallas Observer, Facebook, Community Impact, and banners. In 2025, the Texas Homegrown Music Stage sold out on Saturday due to promotional efforts throughout the Dallas–Fort Worth area. Board Member Booth asked if T-shirts and bags could be funded by MCDC. Ms. Thomas-Fuller clarified that the \$10,000 funding request would not be used for apparel, lanyards or bags. Those costs will be covered by Texas Homegrown Music. Secretary Bradford shared that she attended the event and enjoyed it. Ms. Thomas-Fuller shared that artists are excited about the opportunity to perform on the Texas Homegrown Music Stage this year, and it is the only stage at Texas Music Revolution that features a late show. Chair Fuller and Board Member Micheletto rejoined the dais following discussion on the item.

**25-3504** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Collin County History Museum (PC 26-07) in the amount of \$12,300.00 for the advertising, marketing and promotion of 2026 events at the museum. Director Alana Shuma shared that the Collin County History Museum offers a free experience for visitors with a goal of sharing the history of Collin County. She disclosed information regarding recent fundraising efforts including those by Board Vice President John Royer who rode his bike from McKinney to Lubbock, Texas, raising more than \$27,000 in support of the museum. Ms. Shuma shared that visitors to the museum come from across Texas and other states. She stated that the museum welcomed

nearly 5,000 visitors in 2024 and are on track to reach similar attendance numbers in 2025. About 75% of visitors are from Texas, 20% are from other states, and 2% are from outside the country. Current museum programming includes a Christmas program by historian and storyteller Pat Rodgers that is offered to retirement communities in Frisco. She noted that the museum is currently researching and planning a new exhibit scheduled to open in 2027. The museum creates pop-up exhibits to showcase artifacts and hosted the America 250 traveling exhibit. She shared that educational programming and initiatives, such as Friday Night Mixers are currently in place. The 2026 marketing plan includes Community Impact, Celebration Magazine, and promotional brochures. Ms. Shuma explained that events to be highlighted in 2026 include countywide patch programs, a September Veterans event, and several pop-up exhibits.

**25-3505** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by SBG Hospitality (PC 26-08) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2026 Sip and Stroll Series. Airess Gonzales shared that the mission of the Sip and Stroll Series is to bring together McKinney residents and visitors to explore Downtown McKinney in a unique way. The strolls significantly increase sales and foot traffic for Downtown merchants who are quick to register for a chance to participate. Ms. Gonzales provided testimonies from Downtown merchants about the importance of these events which attract thousands of visitors into the shops. In 2025, 79% of attendees were visitors from outside of McKinney. In 2025, more than \$11,000 was donated to organizations including Leia's Kids, One Heart McKinney, McKinney Main Street, and Traffick911. In 2026, attendees will receive a signature event cup and map to guide their tasting adventure through Downtown McKinney. The

2026 series will include four strolls: St. Patrick's Day Beer Walk on March 14, Craft Beer Walk on June 20, Margarita Stroll on July 11, and Spooktacular Brews and Boos Walk on October 31. The goal is to sell 1,500 tickets per event at \$35 each. The direct cost for each event is \$20,000 to \$22,000, and the goal is to secure \$5,000 in sponsorships for each stroll. After covering hard costs, 20% of the net proceeds are donated to McKinney Main Street, with an additional \$1,000 given to the nonprofit partner for each event. The marketing plan includes social media, public relations/press, flyers, creative, and targeted mass texts. Vice Chair Riche asked whether public relations/press is eligible for funding. President Schneible responded that SBG staffing costs are not eligible. Ms. Gonzales indicated that if the request is not fully funded, the organization will consider increasing the number of sponsorships, but sponsor booth space is limited at the venue.

**25-3506** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Repertory Theatre (PC 26-09) in the amount of \$1,030 for the advertising, marketing and promotion of 2026 performances. Executive Director Davina Gazos-Stampfel shared that McKinney Repertory Theatre is McKinney's nonprofit community theatre located in Downtown McKinney. She stated that each year more than 150 volunteers help bring theater to life for more than 5,000 audience members. In December, A Christmas Carol drew a record-breaking attendance of 3,101. MRT presented Deliver Us From Mama, Barefoot in the Park, and National Pastime in 2025. The McKinney Performing Arts Center will undergo renovations from the end of January through October 2026, which will limit MRT's ability to stage full productions during that time. MRT's goals during the renovation period are to keep audiences engaged, support Downtown activity, serve the community, and ensure

the performing arts remain visible. Special events planned for 2026 include the McKinney New Works Play Reading Festival and the Young Playwrights Competition in February, a community concert featuring the cast of Forever Plaid in partnership with the Heard-Craig Center for the Arts in April, and a comedic radio show collaboration with Chestnut Square in July. MRT is requesting \$1,030, which represents 83% of the organization's total marketing budget. She stated that marketing efforts will include social media, posters, geofencing, newsletters, and Community Impact print advertising. She shared that MRT is excited for the reopening of MPAC and to present A Christmas Carol in the renovated space. Board Member Micheletto shared that she enjoys seeing how MRT has created unique ways to remain engaged with the community. Treasurer Wilkes asked whether Ms. Gazos-Stampfel would return in June with another funding request. Ms. Gazos-Stampfel clarified this request covers productions through June, so they will be returning in Cycle 2 for a grant request for the second half of the season. Board Member Booth asked about MRT's partnership with Serenity High School. Ms. Gazos-Stampfel responded that Serenity High School is a recovery high school serving students with addiction challenges and MRT is piloting a theater program to introduce students to theater and support the success of participating students.

**25-3507** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Millhouse Foundation (PC 26-10) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2026 Millhouse Arts Festivals, special events, and Makers Market events at McKinney Cotton Mill. Aimee Wolverton explained that Beth Beck founded MillHouse in 2019 with a mission to support microbusiness owners in creative fields. MillHouse focuses on helping individuals who are just starting their businesses including

artists, makers, and artisans, by creating events that showcase the work of local and regional artists, giving them opportunities to enhance their income potential. Program priorities include infusing culture, elevating creative expression, and expanding the local economy. Events include ArtFest, with 2,500–3,000 attendees and 70 artists, and Makers Markets, with 500–1,200 attendees and 35 artisans. Additional events include collaborations, Atrium large gallery exhibitions, and art residencies. In 2025, MillHouse hosted two ArtFest events, nine Makers Markets, projects aligned with Arts in Bloom, McKinney Artists Studio Tour, Community Chalk It Up in collaboration with Community Cares North Texas, International Art in Action, projects aligned with the Landon Art & Wine Stroll, and an MPAC Gallery Exhibition. There are 33 external murals at the Cotton Mill and a mural brochure for self-guided tours has been created. MillHouse hosted a pilot Art in Action program in South Africa with 50 women in attendance. In 2026, new events include large-scale exhibitions in the Atrium Art Gallery, AI Art Residency, and America 250 exhibition. Ms. Woolverton shared that 70% of ArtFest attendees traveled from outside of McKinney. Marketing efforts will include META advertising, Star Local Media, and Community Impact. A question was posed regarding parking for the events. Ms. Woolverton responded that artists park at Encore, attendees park in the west and east parking areas, and security is provided for events that include alcohol. Chair Fuller shared that he has enjoyed attending MillHouse events. Ms. Woolverton added that artists who stay overnight are provided with a hospitality package highlighting McKinney restaurants. Secretary Bradford thanked MillHouse for its collaboration with Woodside Village during the Community Chalk It Up event.

**25-3508** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Sostenuto Choral

Community of North Texas (PC 26-11) in the amount of \$5,300.00 for the advertising, marketing and promotion of the 2026 Sostenuto spring concert. Eileen Halbrooks explained that Sostenuto is a community chorus composed of dedicated adult volunteers. She stated that each season the chorus presents two concerts featuring diverse choral repertoire and a performance at the McKinney Veterans Day Ceremony. Sostenuto's mission is to enrich the McKinney community with high-quality, accessible choral music and to create welcoming performances for all audiences. She shared that donations are encouraged but not required for admission. On May 18, 2026, Sostenuto will host its spring concert at First McKinney Baptist, featuring Gospel Mass by Robert Ray along with additional hymns and spirituals. Tickets are available for a donation with a suggested amount of \$15 per person. A livestream option will also be offered for \$15 per household. Audience surveys indicate that half of the attendees come from outside of McKinney, with most traveling within a 50-mile radius. She shared that the venue's proximity to Historic Downtown McKinney along with the concert timeline encourage opportunities for local shopping and dining. The marketing plan includes Community Impact, a digital billboard, Facebook targeted advertising, and mailers. The MCDC grant represents 100% of the organization's marketing budget for this event. Funding for the organization's operations includes support from area businesses, private donors, an Arts Commission grant, and internally allocated funds representing 30% of the overall budget. Vice Chair Riche asked how many attend performances. Ms. Halbrooks shared that attendance generally ranges from 200 to 250, with the Christmas concert drawing more than 350 attendees. Board Member Micheletto asked which billboard would be used for advertising, and Ms. Halbrooks responded that they will use the District 121 billboard. Board Member Booth asked why fewer funds were allocated to social media platforms. Ms. Halbrooks

responded that the target demographic is not effectively reached through social media and that the District 121 billboard reaches an audience not accessed through social media. Board Member Micheletto added that grant recipients receive complimentary placement on the District 121 billboard. Treasurer Wilkes asked whether funds would be reallocated to social media if billboard placement is no longer needed, and Ms. Halbrooks responded that they would. Linda Jones confirmed that in 2025 a Sostenuto advertisement was displayed on the District 121 billboard at no cost.

**25-3509** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by Marching Music Made in McKinney (PC 26-12) in the amount of \$10,000.00 for the advertising, marketing and promotion of the 2026 Drum Corps International Competition at MISD Stadium and Drumline Battle at TUPPS. Zach Samuel explained that Marching Music Made in McKinney is a nonprofit organization supporting high school band programs through fundraising events in partnership with Drum Corps International. He shared that last year, the Drum Line Expo at TUPPS drew 600 attendees and that the DCI McKinney event drew a record-breaking crowd, with more than 4,800 tickets purchased. The 2026 event will feature eight world-class drum corps with horn lines and color guards competing as part of the DCI Texas Tour. The event promotes McKinney and encourages hotel stays and restaurant visits. Last year, a participating team spent a full day in McKinney. Mr. Samuel shared that the Guardians Drum and Bugle Corps are relocating to McKinney and will meet with the McKinney Chupacabras regarding becoming the team's official drumline. Proceeds totaled \$44,468 in 2025, with total funds raised over the past four years exceeding \$150,000 for local high school bands. The marketing plan includes Community Impact, social media campaigns, website

improvements, email outreach, participation in the July 4 parade to increase visibility prior to the event, expanded video contact, and adding platforms to include TikTok. Marching Music is requesting \$10,000 in funding from MCDC, which represents 100% of the marketing budget. The total estimated event budget is \$14,500 in expenses and \$26,000 in projected revenue. Participating drum lines are all non-profits, and Marching Music in McKinney pays performance fees to each group. Funding support allows the organization to maximize donations to local marching band programs and expand outreach to out-of-city attendees. Mr. Samuel thanked the Board for their continued support. Vice Chair Riche shared that the event is well attended and successful. Board Member Booth asked whether sponsorship opportunities have been considered for the unused side of the stadium. Mr. Samuel agreed that the idea is worth exploring.

**25-3510** Chair Fuller called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Main Street (PC 26-13) in the amount of \$14,000.00 for the advertising, marketing and promotion of the 2026 Arts in Bloom event. Jakia Brunell disclosed that the 2026 Arts in Bloom Festival is scheduled for April 10-12. In 2025, more than 50,000 visitors were welcomed to Downtown McKinney where they shopped for art and sipped wine. In 2025, the event generated more than \$23,000 in sponsorships, \$45,000 in wine sales, and \$27,614 in vendor sales. Arts in Bloom will feature an artist demonstration stage, wine garden, interactive art, 120 art vendors, petting zoo, local artists tent, live music, and public art. The goal of Arts in Bloom is to promote Downtown McKinney as a destination highlighting shopping, dining, art, and entertainment. Event success is reflected through growth in sales tax revenue, increased tourism, attraction of residents and visitors, business development, and expanded arts offerings. Marketing efforts

will include social media advertising, billboards, Dallas Morning News, Community Impact, and partnerships with local content creators. The Arts in Bloom marketing budget totals \$33,220, with new efforts this year including advertising placements on Eventbrite. Success will be measured through vendor sales data, social media engagement metrics, and wine sales. In 2026, programming will expand to include a week of art promotion, immersive art experiences, and interactive exhibits. The event shines a spotlight on participating artists as well as the unique shops of Downtown McKinney. Treasurer Wilkes thanked Ms. Brunell for the creative presentation.

**25-3511** Chair Fuller and Vice Chair Riche recused themselves from discussion on the following item. Secretary Bradford called for consideration/discussion on a Promotional and Community Event Grant application submitted by 25 Revolutions, LLC (PC 26-14) in the amount of \$15,000 for the production and advertising, marketing and promotion of a promotional trailer for the expanded distribution of the Texas Music Revolution 25 Documentary, a feature-length documentary filmed in and highlighting McKinney, Texas. Joshua Jones shared that in 2022, 25 Revolutions received a Promotional and Community Event Grant to support the production of the full-length documentary film. The film premiered at the Catalina Film Festival and the Oscar-qualifying Woodstock Film Festival, screened at 17 film festivals nationwide, and received seven awards. The project has secured a distribution agreement with Monkey Wrench Films and is currently in negotiation with Alamo Drafthouse and Cinemark. The film also has access to more than 30 streaming platforms and is being pitched to 61 airlines for in-flight entertainment. Mr. Jones shared that this is a great representation of the City. The evergreen, downloadable project will promote the City of McKinney to develop and expand tourism and business development.

The film will ultimately live on through a streaming platform on Amazon, Netflix and Hulu. A theatrical release is anticipated in April and May, with a streaming release planned for June to coincide with the Texas Music Revolution festival. MCDC's logo will be included on all print media, displayed before the film's opening credits, and incorporated into the promotional trailer. Treasurer Wilkes asked how the application qualifies for funding. President Schneible responded that in 2022, the Board adopted a resolution allowing funding for the production and placement of videos that promote events within the City for business development purposes. Board Member Richardson-Woods asked how performance metrics would be tracked and whether the documentary would be used to promote the Texas Music Revolution festival. Mr. Jones responded that metrics including screen counts, viewership, and other analytics would be provided and that the documentary will serve as a tool to help drive increased festival attendance. Board Member Richardson-Woods also asked whether the request by 25 Revolutions was approved in 2022, and President Schneible verified Board approval of \$9,500. Board Member Micheletto asked when metric data would be provided. President Schneible recommended tracking metrics over a defined one-year period. Mr. Jones added that Monkey Wrench Films will provide analytics throughout that timeframe. Board Member Booth asked about the content of the documentary. Mr. Jones responded that the film features Keifer Sutherland in a primary role and focuses on behind-the-scenes storytelling and narratives connected to the Texas Music Revolution festival. He added that a link to the previous documentary will be provided to the Board. Secretary Bradford added that she looks forward to receiving the link.

**25-3512** Chair Fuller called for discussion of CIP Projects eligible for funding under the Transportation Infrastructure Initiative and Economic

Development Program by MEDC and MCDC sales tax revenues for FY 2025-2026. Assistant Director of Engineering Tracy Lund presented an update on the Transportation Infrastructure Initiative and Economic Development Program. The initiative was adopted by the Board in 2022. Initial projected revenue between FY 2023 and FY 2027 was estimated at \$16 million, and the program is on track to meet or exceed that projection. FY 2025 funding from MCDC and MEDC for FY 2025 is about \$1.7 million from each organization. Since FY 2023, the MCDC and MEDC has funded just over \$7.2 million for CIP roadway infrastructure. Mr. Lund shared a list of eligible roadway improvement projects that meet the criteria for promoting economic development. He added that current funding is likely to be directed toward the VENU Sunset Amphitheater project. Treasurer Wilkes asked how and when funds are transferred. President Schneible responded that annual funds are transferred to the City's Capital Improvement Fund after the Finance Department completes the audit for the most recent fiscal year.

**25-3513** Chair Fuller called for consideration/discussion/action on a second extension to the term of the loan agreement for Project 4B24-08, awarded to SDC Throckmorton Villas, a development of Sphinx Development Corporation, a division of The Sphinx Group, for infrastructure improvements related to the construction of 380 Villas, from December 31, 2025, to May 31, 2026. Joseph Agummadu shared that the project has experienced several issues related to elevation and utility lines, which have impacted construction timelines. He indicated that more than 50% of the development is ready for occupancy but cannot proceed until remaining infrastructure matters are resolved. Board Member Richardson-Woods asked whether the proposed May 31 deadline would provide sufficient time for completion. Mr. Agummadu responded that the project is expected to be completed prior to that date.

Vice Chair Riche asked whether similar issues had been identified during the prior extension request, and Mr. Agummadu responded that they had not. President Schneible clarified that loan agreement funds are disbursed following the issuance of certificates of occupancy. Board members unanimously approved the motion by Board Member Richardson-Woods, seconded by Secretary Bradford, to extend the loan agreement to May 31, 2026.

**25-3514** Chair Fuller called for consideration/discussion/action on 2026 Quality of Life Award Nominations. After extensive discussion, nomination #5 was selected for the individual award and nomination letter I was selected for the organization award. President Schneible will notify award recipients.

Chair Fuller called for public comments regarding matters not on the agenda, and there were none.

Chair Fuller called for additional Board comments. Vice Chair Riche shared that he enjoyed attending the MCDC Board holiday dinner and the Rotary Parade of Lights and expressed appreciation to the MCDC Board. Board Member Micheletto shared that she delivered hundreds of gifts to MISD middle schools and thanked the Board for its support. She encouraged community members to volunteer and give back during the holiday season. Chair Fuller recognized Board Member Micheletto for her volunteer efforts during the holiday season and thanked the Board for its support and participation. Secretary Bradford wished everyone happy holidays.

Chair Fuller recessed the meeting into executive session at 10:35 a.m. in accordance with the Texas Government Code. Deliberation regarding economic development matters included Project 20-09 (TUPPS Brewery & Entertainment Destination), Project Hemispheres, Venu/Notes Live, and Project 25-16 Entertainment Properties 360.

Chair Fuller reconvened the meeting of McKinney Community Development Corporation back into regular session at 11:20 a.m.

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Chair Fuller called for a motion to adjourn. Board members unanimously approved a motion by Vice Chair Riche, seconded by Treasurer Wilkes, to adjourn. Meeting was adjourned at 11:21 a.m.

A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the MCDC members on: January 22, 2026.

SIGNED:

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GEORGE FULLER  
Board Chair  
DAVID RICHE  
Board Vice Chair

ATTEST:

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DEBORAH BRADFORD  
Board Secretary