

McKinney Community Development Corporation

Marketing Campaign Update

Presented by Michelle Feldker

City of McKinney Communications & Marketing Department

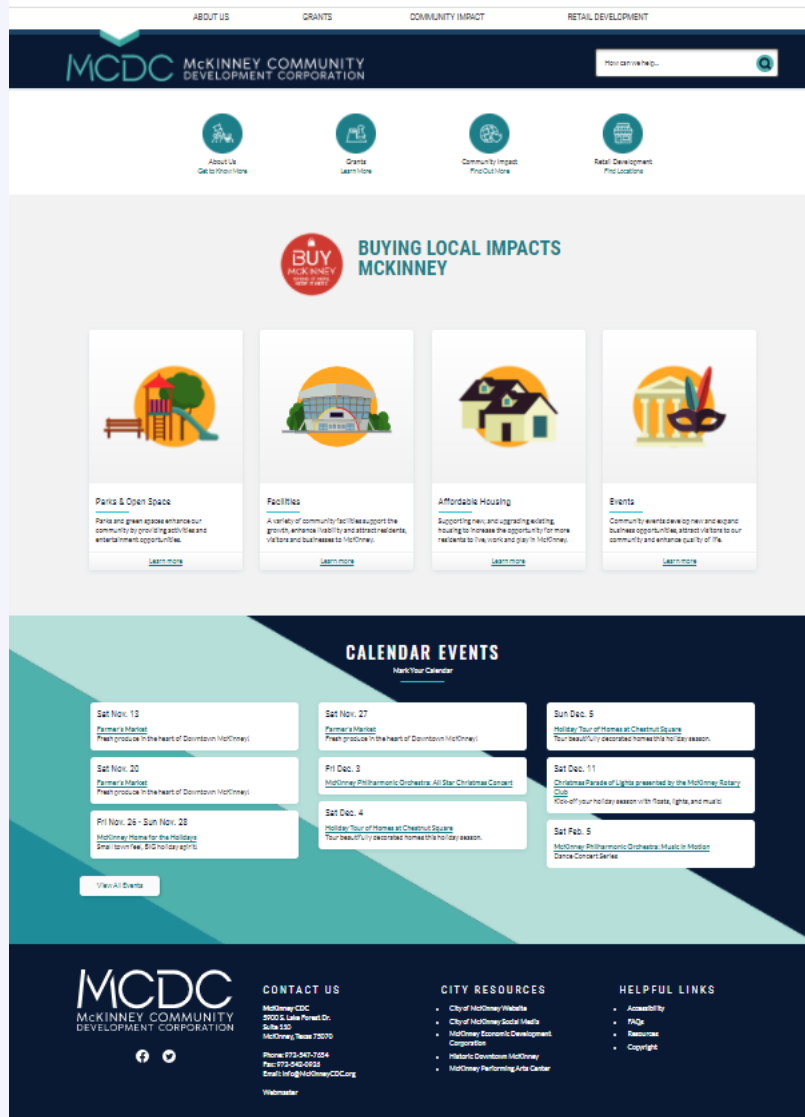
November 18, 2021



Communication and Advertisings Goals

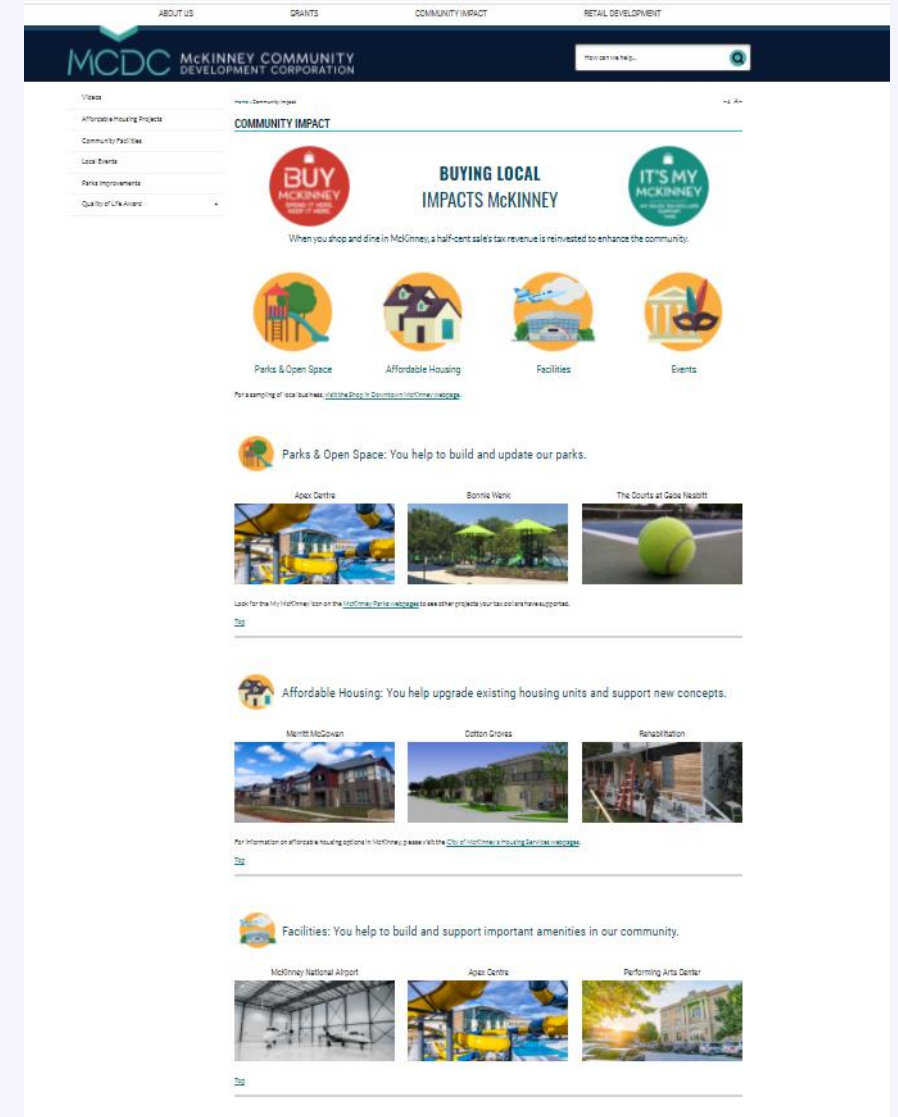
- Integrate and cross promote
 - Community partners
 - Businesses
 - Grant recipients' events, programs and projects
- Continue to look for ways to promote and educate residents to spend locally
- Increase awareness of the grant programs
- Promote McKinney to visitors and the surrounding communities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





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. 2021

Cross promotion and integration



Holidays Happenings

Remember to BUY McKinney when shopping and dining!

Join us for these local holiday events your sales tax dollars help support when you buy local.



Nov. 26-28: Home for the Holidays



Dec. 3: McKinney Philharmonic Orchestra All-Star Christmas



Dec. 4-5: Holiday Tour of Homes



Dec. 11: McKinney Rotary Parade of Lights



Dec. 17-18: 2021 NCAA Division II Championship Game and Fan Fest



McKINNEYCDC.ORG



SPEND IT HERE. KEEP IT HERE.



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



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

mckinneycdc.org



SPEND IT HERE. KEEP IT HERE.



Remember to BUY McKinney when shopping and dining!

Supporting local businesses generates sales tax that is reinvested back into the community. Here are some of the local events and projects your sales tax dollars help support.

COMMUNITY EVENTS

- Chamber Music McKinney Philharmonic Orchestra: Nov. 6
- Home for the Holidays: Nov. 26-28
- All Star Christmas McKinney Philharmonic Orchestra: Dec. 3
- 2021 McKinney Rotary Parade of Lights: Dec. 11
- NCAA Div. 2 Championship Game and Fan Fest: Dec. 17-18

COMMUNITY PROJECTS

- East End Salvage: Retail Development Infrastructure
- Old Settler's Park



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

mckinneycdc.org

Community Impact ads

Cross promotion and integration



Direct Mail targeted to Frisco residents
Mail date: Oct. 2021

Join us for the Holidays
IN MCKINNEY

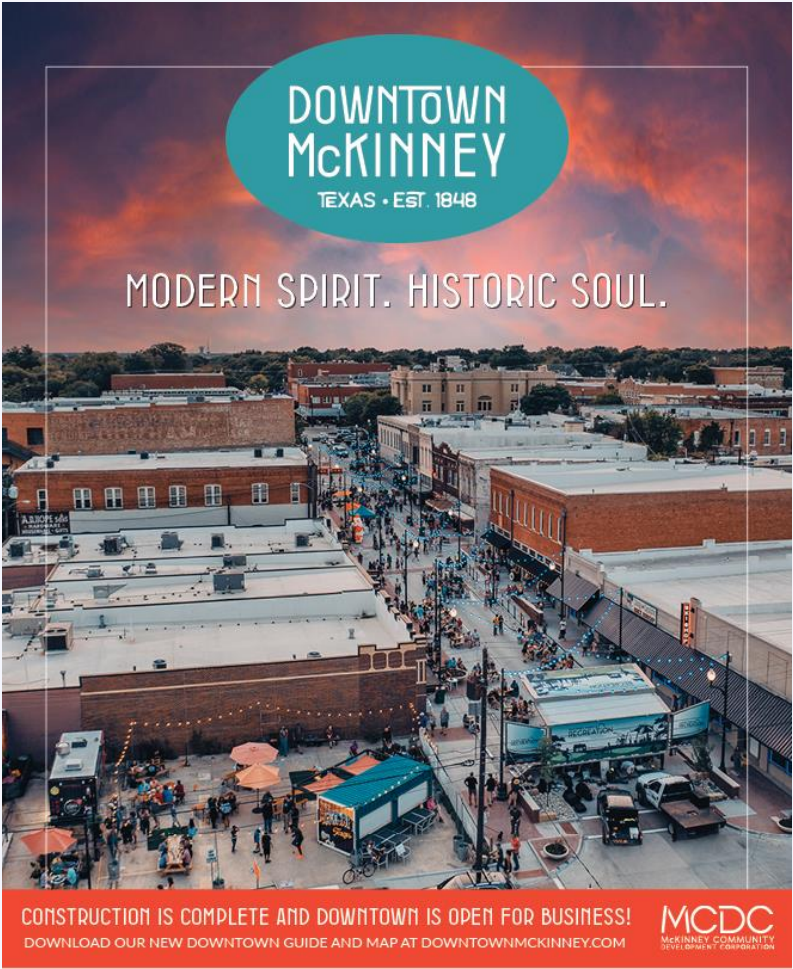
	NOV. 26-28 Home for the Holidays	○
	Dec. 3 McKinney Philharmonic Orchestra All-Star Christmas	+
	Dec. 4-5 Holiday Tour of Homes	○
	Dec. 11 McKinney Rotary Parade of Lights	○
	Dec. 17-18 2021 NCAA Division II Championship Game and Fan Fest	+

MCKINNEYCDC.ORG

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

Cross promotion and integration



Grant recipient ads

Cross promotion and integration



City of McKinney
JUNE TEENTH
2021
CELEBRATION

A fun and cultural experience for the whole family!
LIVE MUSIC & ENTERTAINMENT • KIDS ZONE • FOOD TRUCKS • FREE FITNESS SESSIONS

Saturday, June 19th • 9 am – 9 pm
FINCH PARK • 301 W. Standifer St. • McKinney, TX

Logos: McKinney, City of McKinney, MCDC, McKinney Chamber of Commerce, visit McKinney, McKinney East, Collin County Black Chamber of Commerce, NAACP, Legacy Keepers, 3E United.

www.McKinneyTexas.org/Juneteenth



McKINNEY
PHILHARMONIC ORCHESTRA
Chamber Music Series Concert
November 6, 2021. 6:30 PM
Trinity Presbyterian Church Chapel

Marina Dichenko, Violin
Diana Ramirez Rosales, Violin
Jason Lim, Viola
Tess Crowther, Cello
Emmanuel Kwok, Cello

Logos: City of McKinney, arts commission, MCDC, McKinney, LIFE, Music Guild, Trinity Presbyterian Church.



2021
MCKINNEY
WINE & MUSIC FESTIVAL
TOWNE LAKE PARK

SAT OCT 16
SUN OCT 17

Logos: MCDC, McKinney Chamber of Commerce, presented by J. J. P. P.

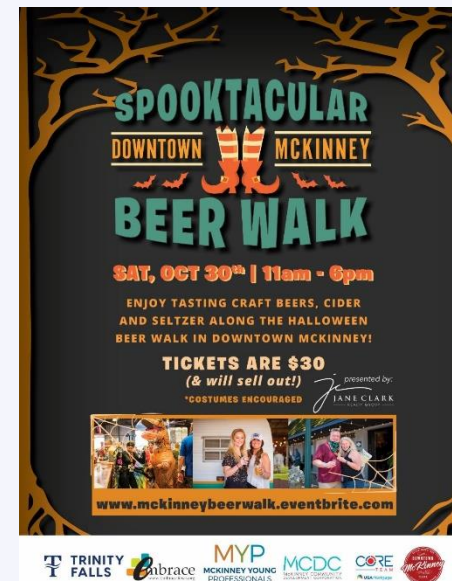
WINE • LIVE MUSIC • FOOD

TWO days of live music and delicious wine! Featuring 30 local and national award-winning wineries, grape stomping competitions, and delicious cuisine! Bring a lawn chair or blanket and enjoy your wine while listening to the bands and sitting under the canopy of trees next to the lake!

FREE PARKING!

Tickets: \$30 (10 wine tasting tickets), \$40 (20 wine tasting tickets), \$100 (one-day VIP experience), \$160 (two-day VIP experience).

www.MCKINNEYWINEFESTIVAL.COM



SPOOKTACULAR
DOWNTOWN MCKINNEY
BEER WALK

SAT, OCT 30th | 11am - 6pm

ENJOY TASTING CRAFT BEERS, CIDER AND SELTZER ALONG THE HALLOWEEN BEER WALK IN DOWNTOWN MCKINNEY!

TICKETS ARE \$30 (& will sell out!)
*COSTUMES ENCOURAGED

Logos: Trinity Falls, abrace, MYP, MCDC, CORE, McKinney Young Professionals.

www.mckinneybeerwalk.eventbrite.com



AMERICA'S GRAPE MYRTLE CITY
15TH ANNUAL
GRAPE MYRTLE RUN & FREE FAMILY FESTIVAL
2021

WE'RE BACK & THE COUNTDOWN BEGINS FOR 2021 TOP SCHOOL BRAGGING RIGHTS!

MCDC
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

IT'S MY MCKINNEY
WE SAVED TAX DOLLARS. WE'VE GOT FUN!

SATURDAY, SEPTEMBER 25
START/FINISH AT MCKINNEY BOYD HIGH SCHOOL, 600 N. LAKE FOREST DR.
7AM-10:30 AM • 8AM - 1-MILE FUN RUN
8:45AM - USATF 10K & 5K

FREE-FAMILY FESTIVAL FEATURES
Petting Zoo, Inflatable Obstacle Course, Photo Booth, Face Painting, Tons of Prizes & Contests - Best Chicken Song Dancers, Best Pig Costume, Best Runner Costume

RUNNER SWAG
T-shirt, KIND bars, fruit, with bibs redeemable for free food/drink coupons at McKinney Oktoberfest - the same weekend!

CMT SCHOOL RUN GRANT PROGRAM AWARDED \$9,500 IN 2019/20 TO AREA SCHOOLS. HELP OUR YOUTH BY LISTING YOUR SCHOOL!

Register today! CMRun.com crapemyrtletrails.org

Grant recipient ads

Cross promotion and integration



Cross promotion and integration



McKinney, Texas - Unique by Nature

September 1 · 🌐

Hang up the hard hat and put on a party hat! The Light Up Louisiana Block Party is happening Friday, Sept. 10 from 6-10 p.m.
Come celebrate with us!

Light Up

LOUISIANA

BLOCK PARTY

FRIDAY, SEPT. 10 • 6-10 PM
HISTORIC DOWNTOWN MCKINNEY

Construction is complete and Downtown McKinney is open for business!
Celebrate the re-opening of East Louisiana Street and enjoy live music, food, games and a DJ.



LIVE MUSIC
FEATURING
THE 3 AMIGOS



MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION



McKinney, Texas - Unique by Nature

August 20 · 🌐

Weekend plans? Why not shop and eat local?!

SUPPORT LOCAL

CURBSIDE, DELIVERY, DRIVE THRU, DINE IN

#McKinneyStrong



**BUY
MCKINNEY**
SPEND IT HERE.
KEEP IT HERE.

Grant promotion and integration



McKinney, Texas - Unique by Nature

November 4 at 2:19 PM · 🌐

McKinney Community Development Corporation

 is now accepting applications for Promotional and Community Event grants for events that showcase the City of McKinney.


Grant applications are being accepted now through Nov. 30:
mckinneycdc.org/166/Grants



ACCEPTING APPLICATIONS!

Promotional and Community Event Grants

McKinney News: MCDC grants & awards, Special Election and more!



City of McKinney <communications@mckinneytexas.org>

To ● Michelle Feldker

🔍

If there are problems with how this message is displayed, click here to view it in a web browser.

Phish Alert

Presented by City of McKinney Neighborhood Services

Celebrating the importance of community

MCDC Quality of Life Award

Each year, the McKinney Community Development Corporation (MCDC) presents a Quality of Life Award to an individual and organization/project that has made a positive impact on the quality of life in our community and for our residents.

We invite you to [submit a nomination](#) for the 2022 Quality of Life Award. Award criteria, past winners and a nomination form are available on the [MCDC website](#).

MCDC Promotional and Community Event Grants available

MCDC 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 Tuesday, Nov. 30. [Learn more.](#)

Tickets on sale for 2021 NCAA Division II National Football Championship in McKinney

The City of McKinney and McKinney Independent School District are pleased to announce [tickets are now on sale](#) for the 2021 NCAA Division II National Football Championship. The game will be at 8 p.m. Saturday, Dec. 18, at McKinney ISD Stadium, 4201 S. Hardin Blvd.

Tickets are \$20 for reserved seating and \$15 for general admission. For more information on the 2021 NCAA Division II National Football Championship, visit www.d2mckinney.com.

Retail Development Grant



Educational/promotional video for social media



Educational/promotional handout

RETAIL DEVELOPMENT INFRASTRUCTURE GRANTS
REINVESTING TO BUILD OUR COMMUNITY

Since 1996, McKinney Community Development Corporation has enhanced the aesthetics, cultural and leisure amenities by using a half-cent sales tax to fund projects through grants. **MCDC offers Retail Development Infrastructure Grant opportunities twice a year in January and July.**

QUALIFYING BUSINESSES CAN RECEIVE UP TO \$25,000
CONTACT MCDC ABOUT THIS OPPORTUNITY!

WHO CAN APPLY?

Landmark Retail:

- Buildings in Historic Downtown's Cultural District
- Retail redevelopment located along Gateway Entrances and intersections in McKinney

(Matching funds are required from the business or property owner, \$25,000 maximum grant.)

ELIGIBLE IMPROVEMENTS

Infrastructure improvements must be exterior to a property and may include:

- Sewer
- Water
- Electric Utilities
- Gas Utilities
- Drainage
- Site Work

(Façade improvements are not eligible for funding through this grant.)

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

MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
www.McKinneyCDC.org/Grants

Education



Buy Local educational videos for social media

Message Integration



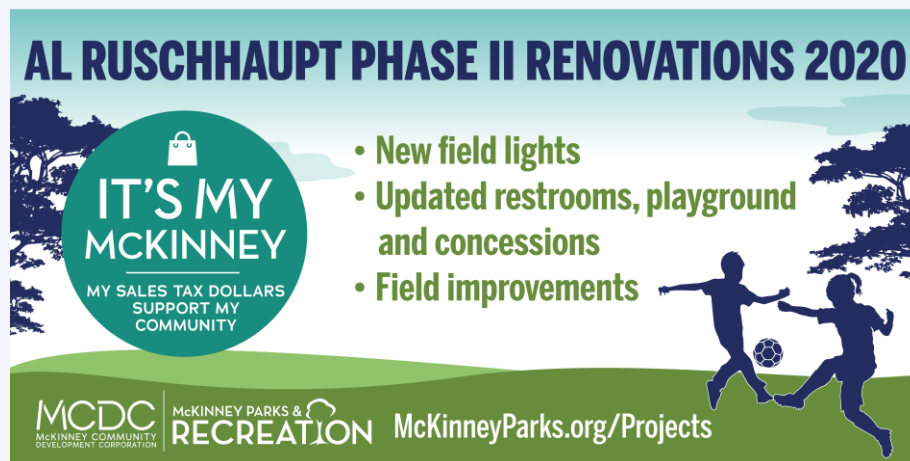
Trick or Treat Trail Booth



Renovations at Chestnut Square



Parks and Recreation Bus



Project/facility update signs



Advertising



BUY
MCKINNEY

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

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

McKinneyCDC.org

Billboard on Hwy 5 Sept/Oct

Advertising



A vertical banner with a teal background. At the top is a white shopping bag icon with a red circle in the center containing a white shopping bag icon and the text "BUY MCKINNEY". Below this, the text "IT'S MY MCKINNEY" is written in large, white, sans-serif capital letters. Underneath, a horizontal line separates the text "Buying in McKinney supports projects like PSA." from the bottom section. The bottom section has a dark teal background and features the "MCDCC" logo in large, light blue, stylized letters. To the right of the logo, the text "McKINNEY COMMUNITY DEVELOPMENT CORPORATION" and "McKinneyCDC.org" is written in white.

BUY MCKINNEY

IT'S MY MCKINNEY

Buying in McKinney supports projects like PSA.

MCDCC

McKINNEY COMMUNITY DEVELOPMENT CORPORATION
McKinneyCDC.org

Banner at PSA



A vertical advertisement with a dark brown background. At the top, a green wallet icon is shown with several gold coins floating above it. To the right of the wallet, the text "WHEN YOU SHOP & DINE IN MCKINNEY, IT BUILDS YOUR COMMUNITY." is written in red and white. Below this, a paragraph explains that a half-cent sales tax revenue is reinvested into the community. A central diagram shows a city skyline with dotted lines connecting it to six circular icons, each representing a community benefit: Parks and Open Space Improvements, Recreational, Sports and Community Facilities, Museums, Entertainment, Events and Tourism, Retail and Economic Development Infrastructure, Affordable Housing, and Job Creation. At the bottom, a red circle contains the text "BUY MCKINNEY SPEND IT HERE. KEEP IT HERE." and the "McKINNEY COMMUNITY DEVELOPMENT CORPORATION" logo. The website "www.McKinneyCDC.org" is listed at the very bottom.

WHEN YOU SHOP & DINE IN MCKINNEY, IT BUILDS YOUR COMMUNITY.

When residents and visitors shop and dine in McKinney, a half-cent sales tax revenue is reinvested to enhance the community.

- Parks and Open Space Improvements
- Recreational, Sports and Community Facilities
- Museums, Entertainment, Events and Tourism
- Retail and Economic Development Infrastructure
- Affordable Housing
- Job Creation

BUY MCKINNEY
SPEND IT HERE. KEEP IT HERE.

McKINNEY COMMUNITY DEVELOPMENT CORPORATION
www.McKinneyCDC.org

Community Impact ad

Advertising/Promotional Item



Webcam cover booklet

Hand sanitizers

Ear buds

Collaborative Advertising

Sunday, September 12, 2021

Advertising Supplement: ©2021, The Dallas Morning News

Section M

ARTing

AROUND D-FW

MUSEUMS • THEATER • DANCE • MUSIC & MORE

2M

Sunday, September 12, 2021

Advertising Supplement to The Dallas Morning News

The North Texas arts scene is beginning to thrive once again

Arts organizations across Dallas-Fort Worth went into survival mode when the pandemic hit. But with creativity and ingenuity, they made it through and are now looking to the future with cautious optimism.

IN MARCH 2020, THE WORLD AS WE KNEW IT CHANGED

unimaginary for people across Dallas-Fort Worth as a result of the global pandemic. Between the stay-at-home orders, temporary and permanent business closures, and ever-changing scientific data, uncertainty became the norm in almost every aspect of daily life. Particularly vulnerable were the region's arts organizations. Even in the best of times, many struggled to get patrons through their front doors and maintain the funding necessary to continue operations. But as with countless other businesses and nonprofits around the world, a collective survival instinct kicked in, fueling creativity and harnessing technology to virtually deliver plays, musicals, symphonies, dance performances and museum art collections directly to the people instead of the other way around.

Much of the programming was offered free of charge, while some groups charged a small online streaming fee, but viewers by the tens of thousands also donated money to their favorite organizations, often in addition to the ticket price. For some, the Small Business Association's Paycheck Protection Program (PPP), grants and other funding sources helped keep salaries paid. What seemed like the direst of situations soon transformed into a manifestation of hope through the power of artistic expression when we all needed it most.

Nearly 18 months after the lights dimmed in venues across North Texas, things are far from back to normal as virus surges and new variants bring back that old, unwelcome feeling of uncertainty. But the lessons of this past year and a half prove that people crave the arts as much as ever, if not more,

so rather than dwell on the setbacks and heartbreaks — of which there were plenty — there's never been a better time to look at the silver linings that appeared and continue to manifest in unexpected ways.

Getting Creative

Taking their artistic offerings online was a universal remedy many organizations incorporated, but it was the most logical alternative to in-person programming for performing arts groups whose shows translated well to the digital medium. Theatre Three was quick to make the transition, rehearsing and filming Mark Hamill's "The Immigrant," with actors in front of a green screen, in May 2020.

"We were the first professional theater in the metroplex to offer new digital programming," says Jeffrey Schmidt, Theatre Three's artistic director. "It's proven to us that regardless of the situation, we can produce great theater and reach our patrons. You just have to look at this as a creative challenge. And that's what artists love: finding creative solutions for creative challenges."

Bruce Wood Dance debuted a film series that sparked new levels of creativity among everyone involved, giving viewers a more intimate, up-close look at the art of dance. "Because of the ingenuity, dedication and work of our artistic leadership, dancers,

board and staff, we jumped on problem-solving and thought outside the box," says Gayle Halperin, executive director of Bruce Wood Dance. "We were committed to maintaining employment and serving the public. It was intense."

"You just have to look at this as a creative challenge. And that's what artists love: finding creative solutions for creative challenges."

— Jeffrey Schmidt, Theatre Three's artistic director

Artistic Director Joy Bollinger challenged company dancer Cole Vernon to make a film version of his solo, "Imagine," at various locations around Dallas. He captured video of himself performing in empty streets and parks. Halperin says it was the catalyst for several additional film projects, including "Hope," which featured six acclaimed short dance films from guest artists (four choreographers and two composers) that featured both COVID-19 and social justice themes.

The AT&T Performing Arts Center launched a YouTube channel, ATTPAC@Home, and offered a wide range of content, including bilingual dance and craft classes, storytelling programs, backstage tours and listen concerts, which highlight emerging local artists. Debbie Storey, president and CEO of AT&T Performing Arts Center, says they saw the opportunity to offer educational programs virtually and made the content available to any school district for free, reaching and engaging thousands of students.

Continued on page 5.

McKinney Downtown

MCKINNEY

CULTURAL DISTRICT

Colorful neons, entertainment, art galleries & DIY art studios

"Monarchs of McKinney" Public art & more

UNIQUE #IamUniqueByNature

MCKINNEY is better because of you

Picture perfect murals

Nature's Paint Brush The Grape Vinyard Trails of McKinney

ART

IN A DAY

IN MCKINNEY

Make a day of it! Find your artful destination at McKinneyTexas.org/ArtInADay.

Dallas Morning News and Fort Worth Star-Telegram

Collaborative Advertising

20CC Sunday, May 12, 2013

allstate.com

The Dallas Morning News

PGA Championship

May 20-23, Ocean Course, Kiawah Island, S.C. (CN, 1)

Hot streak around world pays off

Reinvented himself with
spots in Nelson and PGA

REINVENTED HIMSELF

By Tom Ivers

The latest in Nelson's comeback story is his victory in the PGA Championship. And after that, he's looking to play in the Ryder Cup. Nelson, 34, is a former professional who has spent the last 10 years in the business of golf. He has worked for the PGA of America, the PGA Tour, and the PGA of America's PGA Championship. Nelson's comeback story is a testament to his ability to reinvent himself. He has spent the last 10 years in the business of golf, and now he is back on the PGA Tour.

Jason Nelson's comeback story is a testament to his ability to reinvent himself.

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- Best New Golf Course in East Texas
- Jeffrey Brown Design
- Inspiring Environment and Views
- Located Just Two Miles off Interstate 41
- Corporate Tournaments and Outings are our Specialty
- Stay and Play Packages Available
- Fully Staffed Pro Shop

GOLF CLUB MEMBERSHIP • REG. FEE: \$100
PRO SHOP (WEDNESDAY) EVENTS

903.984.5335 • TEMPESTGOLFCLUB.COM

508 E. WILKINS ROAD, GLADEWATER, TX 75047

GOLF CLUBS AT THE TRINITY | THE COLONY, TX
WHERE TEXANS BECOME CHAMPIONS
JUNE 20 - JULY 4, 2021
DAILY TICKETS \$10 • WEEKLY TICKETS \$20
PURCHASE AT VOACLASSIC.COM

VOACLASSIC.COM

The Dallas Morning News #McKinneyTexas © McKinney, Texas & CDC

We are McKinney, Texas. We are unique by nature.

Close to Dallas but far from ordinary, McKinney is truly one-of-a-kind. Our inherent uniqueness embodies the spirit of our community: from our historic downtown to our business-friendly environment. Whether you're coming for a day, a weekend, a lifetime or a tee time, it's all here!

	MCKINNEY IS UNIQUE BY NATURE BECAUSE: <i>we have the BEST assets: SCENIC parks and HILLS of nature beauty.</i>	
MCKINNEY IS UNIQUE BY NATURE BECAUSE: <i>It's a great place to business! Employees love working & living in McKinney.</i>		MCKINNEY IS UNIQUE BY NATURE BECAUSE: <i>I can get away without going far away!</i>
		MCKINNEY IS UNIQUE BY NATURE BECAUSE: <i>It's the friendliest town EVER!</i>
MCKINNEY IS UNIQUE BY NATURE BECAUSE: <i>If its history, its people, its restaurants, its EVERYTHING!</i>		MCKINNEY IS UNIQUE BY NATURE BECAUSE: <i>We're the North Texas epicure of choice for business and personal aviation.</i>
	MCKINNEY IS UNIQUE BY NATURE BECAUSE: <i>It's a thoroughly modern city wrapped in hometown charm.</i>	MCKINNEY IS UNIQUE BY NATURE BECAUSE: <i>It's the new home of the AT&T Byron Nelson.</i>
		

Come create your own unique story in McKinney.



For more information,
visit [McKinneyTexas.org](#)



For quality of life development,
visit [McKinneyCDC.org](#)