



23-0015

TITLE: Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC 23-10) in the Amount of \$11,000 for the Advertising, Marketing and Promotion of the 2023 Arts in Bloom.

COUNCIL GOAL: 1: Direction for Strategic and Economic Growth
1D: Leverage the existing partnerships with MEDC and MCDC

MEETING DATE: January 26, 2023

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- The event will take place April 14-16, 2023.
- The event highlights Historic Downtown McKinney as a destination for arts, culture and shopping.
- The event promotes the cultural district and attracts visitors and shoppers to the cultural district and supports McKinney-based artists.

BACKGROUND INFORMATION:

- McKinney Main Street was established to promote downtown McKinney; market a unified, quality image of the commercial district as the center of commerce, culture and community life for residents and visitors.
- Historic Downtown McKinney Cultural District is a unique destination where historic treasures, cultural attractions, independently owned businesses, and a concentration of artistic activities inspire community pride and contribute to an authentic experience for residents and visitors.
- Cultural District events and activities will offer a gathering place for artists, residents and visitors; support opportunities for creative enterprises; foster organic growth of culture and creative industries in support of economic development; engage residents and visitors alike with diverse and extensive cultural experiences.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for FY 23 is \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- MCDC awarded Main Street Promotional and Community Event grants totaling \$23,820 in FY 22 for the advertising, marketing and promotion of 2022 Arts in Bloom, 2022 Juneteenth, 2022 Oktoberfest and 2022 Home for the Holidays.

SUPPORTING MATERIALS:

[Application Packet](#)