



24-1713

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by Adriatica Business Association (PC 24-22) in the Amount of \$4,000.00 for the Advertising, Marketing and Promotion of the 2024 Events in Adriatica Village

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney

5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: June 27, 2024

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Adriatica Business Association is requesting \$4,000.00 for the advertising and promotion of the 2025 events hosted in Adriatica Village.
- Events include Eggstravaganza, Go Fly A Kite, Cars and Guitars, Touch A Truck, Fall Festival, Small Business Saturday, and Blood Drives.
- All events are free to the public. Vendors pay a small fee to participate and promote their business.
- Attendance is expected to range from 300-800 per event.

BACKGROUND INFORMATION:

- Adriatica Business Association is a non-profit organization dedicated to championing the growth and enrichment of businesses within Adriatica Village and enhancing the lives of residents and visitors. Members are businesses located in Adriatica Village dedicated to bringing people to Adriatica Village and the City of McKinney for family, travel and commerce.

FINANCIAL SUMMARY:

- MCDC's allocated Promotional and Community Event grant funding for FY 24 in the amount of \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.

- Total grant funds available for Cycle II, including reappropriation of unused promotional funds from FY23, total \$154,606.
- MCDC awarded a Promotional and Community Events grant to Adriatica Business Association for the 2023 events.

SUPPORTING MATERIALS:

[Application Packet](#)
[Presentation](#)