



24-1712

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Chamber Foundation (PC 24-21) in the Amount of \$10,000.00 for the Advertising, Marketing and Promotion of the 2025 Black History Month events in McKinney

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:

- McKinney Chamber Foundation is requesting \$10,000 for the advertising, marketing and promotion of the 2025 Black History Month events in McKinney.
- A variety of events are planned and include College MegaFest, Gospel Brunch, Lecture Series, Black Wallstreet, Pop Up Museum and Themed Event.

BACKGROUND INFORMATION:

- The purpose of the McKinney Chamber Foundation is the advancement and diffusion of knowledge and understanding of economics, matters of public concern, and other subjects related to improved efficiency, development, acceleration of both the quality and quantity of economic growth and employment opportunities.

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 McKinney

Chamber Foundation totaling \$14,000 for the 2023 McKinney Black History Month events.

SUPPORTING MATERIALS:

- Application Packet
- Presentation

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