



24-1718

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC 24-27) in the Amount of \$13,000.00 for the Advertising, Marketing and Promotion of 2024 Oktoberfest

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 Main Street is requesting a grant in the amount of \$13,000.00 for advertising, marketing and promotion of the 2024 Oktoberfest.
- Oktoberfest will be held September 27-29, 2023. This annual event anticipates it will attract 75,000 visitors to Downtown McKinney. The 3-day, family-friendly event features beer, brats and polka and is one of the largest Oktoberfest celebrations in North Texas. Oktoberfest is a fundraising event for McKinney Main Street.
- Goals are to showcase and promote the Historic Downtown Cultural District.

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 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 Event grant totaling \$13,500 to McKinney Main Street for 2023 Oktoberfest and Home for the Holidays.

SUPPORTING MATERIALS:

- Application Packet
- Presentation

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[Application Packet](#)