



21-0558

**TITLE:** Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC 21-14) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the Re-opening of Louisiana Street After the Completion of the Light Up Louisiana Improvement Project.

**COUNCIL GOAL:** 5: Enhance Quality of Life in McKinney  
5C: Market and highlight McKinney as a unique destination for residents and visitors alike.

**MEETING DATE:** June 24, 2021

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- McKinney Main Street is requesting a grant in the amount of \$15,000 for advertising, marketing and promotion of the re-opening of Louisiana Street after completion of the Light Up Louisiana project from Tennessee to McDonald.
- There are 30+ small businesses along this stretch of Louisiana Street that have seen business challenges during construction of improvements on Louisiana.
- Promotion goals are to highlight the new amenities including wider walkways and festoon lighting, promote the Cultural District overall and merchants in the area, educate about the proximity of parking, attract visitors and publicize the end of construction prior to signature events like Oktoberfest and Home for the Holidays.

**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 this cycle is \$100,000.
- MCDC awarded promotional grants totaling \$7,500 to McKinney Main Street in FY 21 Cycle I for Arts in Bloom.

**SUPPORTING MATERIALS:**

[Application Packet](#)