



21-0559

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney ISD Athletics Department (PC 21-15) in the Amount of \$15,000 for the Advertising, Marketing and Promotion of the 2021 NCAA Division II Championship Football Game.

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:

- In December 2018 and 2019, the McKinney ISD Department of Athletics, in conjunction with the Lone Star Conference, hosted the NCAA Division II Football National Championship at MISD's new, state-of-the-art athletics stadium.
- The NCAA Championship game will be televised on ESPN 2 or 3 showcasing McKinney and its stadium on national television.
- The 2021 Championship Game will be held on Saturday, December 18.
- Supporting events such as Fan Fest and Tacos, Tequila and Cerveza will be held Thursday, December 16 through Game Day.

BACKGROUND INFORMATION:

- The mission of the McKinney ISD Department of Athletics is to provide an opportunity to supplement the educational process of students who exhibit an interest in athletics and want a forum to challenge their physical and emotional capabilities.
- In March of 2019, the NCAA announced a contract had been awarded to MISD Athletics, in conjunction with McKinney ISD and the City of McKinney to host the Division II Football Championship game for three years - 2019, 2020, 2021.
- High profile events, such as the NCAA Division II championship provide an opportunity to showcase McKinney, spur the hospitality industry and drive

tourism.

- An economic impact study commissioned by McKinney ISD Athletics shows that the state and local economy could see \$1.1 million in economic gain as a result of hosting this game.
- Discussions with Chestnut Square Historic Village and McKinney Food Tours about the possibility of collaborating on expanding events offered during Championship weekend.

FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$100,000.
- McKinney ISD Department of Athletics was awarded a grant in the amount of \$14,625 in FY 19 Cycle II for promotion of the 2019 Championship.

SUPPORTING MATERIALS:

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