



21-0561

**TITLE:** Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC 21-17) in the Amount of \$12,000 for the Advertising, Marketing and Promotion of the 2021 Oktoberfest and the 2021 Home for the Holidays.

**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 Oktoberfest and Home for the Holidays.
- Oktoberfest will be held September 24-26. The event typically attracts 65,000 visitors and features beer, brats and polka. Oktoberfest is a fund-raiser event for McKinney Main Street.
- Home for the Holidays promotes and showcases small businesses during Small Business Saturday and is an important event to help these businesses achieve fourth quarter goals. The event brings more than 40,000 visitors to the Downtown area.
- Goals for both events are to showcase and promote the 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 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](#)