



22-0547

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC #22-20) in the Amount of \$12,000.00 for the Advertising, Marketing and Promotion of 2022 Oktoberfest and 2022 Home for the Holidays Events.

COUNCIL GOAL: 5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: June 23, 2022

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Main Street is requesting a grant in the amount of \$12,000.00 for advertising, marketing and promotion of the Oktoberfest and Home for the Holidays events.
- Oktoberfest will be held September 23-25, 2022. This 15th annual event anticipates it will attract 75,000 visitors to Downtown McKinney. The 3-day 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.
- Home for the Holidays will be held November 25-27, 2022. The event 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 60,000 visitors to the Downtown area.
- Goals for both events 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 annual allocation for Promotional and Community Event grants is \$200,000. Remaining balance is \$101,000.
- MCDC awarded promotional grants totaling \$12,000 to McKinney Main Street in FY 22 Promotional and Community Event grant Cycle I for Arts in Bloom and the City's Juneteenth Celebration.

SUPPORTING MATERIALS:

[Application Packet](#)