



**22-0550**

**TITLE:** Consider/Discuss Promotional and Community Event Grant Application Submitted by Adriatica Business Association (PC #22-23) in the Amount of \$2,500.00 for the Advertising, Marketing and Promotion of the Fall 2022 Events in Adriatica Village.

**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:**

- Adriatica Business Association is requesting \$2,500.00 for the advertising and promotion of the Fall 2022 events hosted in Adriatica Village.
- Events include Fall Flavors Wine Walk & Shop, Chili Cookoff & Tailgate, Pumpkin Patch, Friendsgiving Wine Walk & Shop, and Christmas in Adriatica.
- All events are free to the public. Vendors pay a small fee to participate and promote their business.

**BACKGROUND INFORMATION:**

- Adriatica Business Association is a non-profit organization dedicated to championing the growth and enrichment of businesses within Adriatica Village and enhancing the lives of residents and visitors. Members are businesses located in Adriatica Village dedicated to bringing people to Adriatica Village and the City of McKinney for family, travel and commerce.

**FINANCIAL SUMMARY:**

- MCDC's annual allocation for Promotional and Community Event grants is \$200,000. Remaining budget is \$101,000.
- This is the first time Adriatica Business Alliance has applied for an MCDC grant.

**SUPPORTING MATERIALS:**

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