

# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

**File #:** 23-0015 **Name:** PC 23-10 Main Street  
**Type:** Agenda Item **Status:** Agenda Ready  
**In control:** McKinney Community Development Corporation  
**On agenda:** 1/26/2023 **Final action:** 1/26/2023  
**Title:** Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC 23-10) in the Amount of \$11,000 for the Advertising, Marketing and Promotion of the 2023 Arts in Bloom.  
**Indexes:**  
**Attachments:** 1. Application Packet

Date	Ver.	Action By	Action	Result
1/26/2023	1	McKinney Community Development Corporation	Approved	Pass

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC 23-10) in the Amount of \$11,000 for the Advertising, Marketing and Promotion of the 2023 Arts in Bloom.

**COUNCIL GOAL:** 1: Direction for Strategic and Economic Growth  
1D: Leverage the existing partnerships with MEDC and MCDC

**MEETING DATE:** January 26, 2023

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

### ITEM SUMMARY:

- The event will take place April 14-16, 2023.
- The event highlights Historic Downtown McKinney as a destination for arts, culture and shopping.
- The event promotes the cultural district and attracts visitors and shoppers to the cultural district and supports McKinney-based artists.

### 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 FY 23 is \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- MCDC awarded Main Street Promotional and Community Event grants totaling \$23,820 in FY 22 for the advertising, marketing and promotion of 2022 Arts in Bloom, 2022 Juneteenth, 2022 Oktoberfest and 2022 Home for the Holidays.