



CITY OF MCKINNEY, TEXAS

Legislation Text

File #: 25-2369, **Version:** 1

Consider/Discuss/Act on Promotional and Community Event Grant Application Submitted by McKinney Main Street (PC 25-13) in the Amount of \$13,000.00 for the Advertising, Marketing and Promotion of the 2025 Arts in Bloom Event.

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney

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

MEETING DATE: January 23, 2025

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- The event will take place April 11-13, 2025.
- 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.
- Expected attendance is 50,000.

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 25 is \$250,000 -- \$125,000 for Cycle I applicants and \$125,000 for Cycle II applicants.
- MCDC awarded Main Street Promotional and Community Event grants totaling \$25,000 in FY

24 for the advertising, marketing and promotion of 2024 Arts in Bloom (\$11,000) and 2024 Oktoberfest (\$13,000).

SUPPORTING MATERIALS:

- Application Packet
- Presentation