

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

DECEMBER 19, 2024

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, December 19, 2024, at 8:02 a.m.

Board Members Present: Chair Angela Richardson-Woods, Vice Chair David Riche, Secretary Deborah Bradford, Treasurer Chris Wilkes, David Kelly, AJ Micheletto, Joy Booth, and Board Alternate Markus Lloyd.

Absent: None.

City Council Present: Mayor Pro Tem Geré Feltus.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Assistant City Manager Barry Shelton, Accounting Manager Chance Miller, Director of Parks and Recreation Amy Kinkade, MEDC President Michael Kowski, Director of Cultural District Andrew Jones, Visit McKinney Executive Director Aaron Werner, MPAC Marketing and Development Specialist Jakia Brunell, MCDC Grant Program and Marketing Manager Linda Jones, and MCDC Administrative and Marketing Coordinator Anahi Alvarez.

There were several guests present.

Chair Richardson-Woods called the meeting to order at 8:02 a.m. after determining a quorum was present. Michael Gamble, Pastor of The Garden Church, offered an invocation which was followed by the Pledge of Allegiance.

Chair Richardson-Woods called for public comments on non-public hearing agenda items, and there were none.

24-2256 Chair Richardson-Woods called for a motion on consent items. Board members unanimously approved a motion by Secretary Bradford, seconded by Board Member Booth, to approve the Minutes of the McKinney Community Development Corporation Meeting of October 24, 2024.

24-2257 Chair Richardson-Woods called for the Financial Report. Accounting Manager Chance Miller presented October and November financials. For October, the first month of FY 24, revenues were just over \$2.1 million,

primarily from sales tax. Expenses were \$732,000, including \$584,000 in project expenses. Regarding sales tax, October numbers apply to August. McKinney saw an increase of 4.3% compared to a 1.3% increase for Allen, a 2% decrease for Plano, and a 1.4% increase for Frisco. Retail trade saw an increase of 2%, the slowest growth experience in the last six months. Mr. Miller presented November financials. Revenues were over \$2.2 million, primarily from sales tax. Expenses were \$611,000, including \$500,000 in project expenses. Regarding sales tax, November numbers apply to September. McKinney saw an increase of 1.7%. McKinney's 12-month rolling year-to-date is 5.9%, which is still above our 5% projection. During the same time period, Allen saw a 10.7% decrease (likely related to the timing of quarterly payments and the 30% increase they saw three months prior), Plano saw a 20% increase, and Frisco saw a 1.3% increase. Retail trade is breaking even compared to the prior year, but Mr. Miller noted it is early in the fiscal year and they will continue to monitor trends.

24-2258

Chair Richardson-Woods called for Board and Liaison Reports.

Board Chair. Chair Richardson-Woods thanked Board Members for their participation in sponsored and grant-funded community events during the past two months, noting that the Board had representation at Make A Difference Day, Farmers Market, State of the City, Woodside Village Turkey Drive, Warrior's Keep Veterans Day, McKinney Repertory Theatre's A Christmas Carol, Holiday Tour of Homes, Direction 61:3 Mosaix Concert, East McKinney Learning Garden Ribbon-cutting, Cornerstone Barn Bash, McKinney Christian Academy's Move the Mountain, Volunteer McKinney Executive Director Quarterly meeting, Parks and Rec Veterans Day Ceremony, Parks Tour, Heard Museum Tour, Boots and Boogie benefiting La Tiendita, Development Update on AI, and Chamber Holiday Open House.

City of McKinney. City Manager Paul Grimes wished everyone a Merry Christmas and happy holidays. He noted that 2025 will be one of the busiest years for the City. Construction for Notes Live/ Venu is expected to begin in early February. Mr. Grimes shared that Cannon Beach, a new project that will be a mixed-use entertainment center, is moving forward. Discussions are ongoing about redeveloping the current City Hall once City employees move to the new City Hall complex. Significant changes are also planned for the airport. Mr. Grimes announced that the local election will take place in early May, with four council seats up for election or reelection, including the position of mayor. The Building Inspections Department achieved reaccreditation from the International Accreditation Service (IAS). Mr. Grimes highlighted that the IAS is an independent third-party organization that recognizes municipalities for implementing nationally recognized best practices and performance standards in building inspections. McKinney is one of only 26 city and county building departments in the U.S. to receive this accreditation and one of only three in Texas. Mr. Grimes congratulated the department on its outstanding work. On January 6, the first group of City employees will move into the new City Hall. All remaining employees are expected to transition within three weeks. The new City Hall is anticipated to enhance collaboration and serve as a catalyst for the Flour Mill District. Treasurer Wilkes asked about the schedule for starting meetings at the new City Hall, and Mr. Grimes shared that City Council will meet there beginning in February after ensuring all technology and recording systems are operational. MCDC and MEDC should be holding meetings at the new City Hall in February or March. Until then, meetings will continue at the current City Hall.

Visit McKinney. Executive Director Aaron Werner stated that all the upcoming projects are redefining McKinney as a destination. He noted that several 2025 events are scheduled. In March, the City will host the

Texas Open for the Professional Pickleball Association at the Courts of McKinney. This event will feature over 1,200 players and attract 3,000 attendees daily. The Courts will add raised seating and VIP lounges for the event. This weekend, the NCAA Division II championship game between Valdosta and Ferris State will be played at MISD Stadium. The weekend kicks off Friday, with a Fan Fest at TUPPS. On January 22, Mr. Werner and Mr. Kowski will co-present a session designated Building Bridges: Strengthening Communities through EDC Collaboration at the annual CVB conference in Waco. He expressed appreciation for the collaboration among city partners. The Sheraton was recently sold to LXMI Capital from Austin. CEO Tony Gupta and his team are eager to engage with the McKinney community, especially with the Notes Live /Venu Sunset Amphitheater. The Sheraton also transitioned to a new management group, TPG Hotels. The Visit McKinney team has met with the management team and are working together to expand opportunities for McKinney.

McKinney Economic Development Corporation. President Michael Kowski shared that Cannon Beach will include a resort hotel, 100,000 square feet of office space, movie theater, bowling alley, and restaurants. He thanked MCDC for support expressed for the project, adding that more details will be released in January. Mr. Kowski shared that MEDC sponsored the Chamber Q4 event, where over 100 participants learned about startups and AI technology in McKinney. Mr. Kowski also shared that recently two meetings with companies considering relocating their headquarters to McKinney took place. Treasurer Wilkes added that he participated and appreciated being part of discussions with IBM about expanding opportunities in McKinney.

McKinney Main Street/MPAC. Director of the Cultural District Andrew Jones wished everyone a Merry Christmas and thanked the Board for supporting the new Downtown decorations which included new

ornaments, lighting and photo ops. With expanded marketing efforts, Mr. Jones reported that Home for the Holidays saw a 34% increase in both revenue and attendance. The Girls Night Out shopping event resulted in a 25% increase in revenue. On Friday, the Giving Machines will be in Downtown near Guava Tree. On December 20 and 21, MPAC will show Christmas movies including Die Hard, Polar Express, Muppet Christmas Carol, and Elf. On December 30, the Menorah lighting for Hanukkah will be held at Mitchell Park. The annual bridal show is scheduled at MPAC for January 18. Chair Richardson-Woods expressed her appreciation for the staff for the many events in Downtown, especially during the holidays. Vice Chair Riche congratulated Mr. Jones on the successful Parade of Lights. Treasurer Wilkes asked about the increased percentages for both Oktoberfest and Home for the Holidays, and Mr. Jones confirmed a 34% increase for Home for the Holidays and 30% for Oktoberfest. Secretary Bradford thanked Mr. Jones for helping put McKinney on the map in other states.

McKinney Parks and Recreation. Director Amy Kinkaid thanked everyone who participated in the parks tour. Horizon Park playground is completed, and Aviator Park is expected to be completed in January. Equipment at both playgrounds will be repurposed through the Playground Project. Gabe Nesbitt field signage improvements are scheduled for construction bidding in January. Towne Lake Light Walk will begin construction in January and is planned as a six-month project. The Towne Lake Dog Park received approval from the Texas Historic Commission and is transitioning from design to site plans. Construction at The Greens is ongoing. The Recreation Center at Towne Lake remains under construction and is expected to be completed in April 2025. McKinney Soccer Complex at Craig Ranch is out for bid with plans to begin construction in Spring 2025. Construction of improvements at Old Settlers Park will go out to bid in early 2025, while final design work

for Virginia Avenue is still in progress. Ms. Kinkaid highlighted their excitement at hosting the Open PPA Pickleball Tournament. On April 16-20, the International Girls Cup of McKinney will bring 220-225 international teams to McKinney. Collaborating with Visit McKinney, they have booked 2,200 hotel rooms. The Girls Cup opening ceremony will be held at TUPPS on April 15. Board Member Kelly sought clarification on the number of hotel rooms available in McKinney, and Ms. Kinkaid explained that McKinney does not have 2,200 hotel rooms, and they are working with nearby cities to accommodate the remaining room nights. Vice Chair Riche shared feedback from professional tennis players during the Billie Jean King Cup, who expressed their appreciation for The Courts of McKinney, and congratulated Parks staff on another great event.

24-2259 President's Report. President Cindy Schneible announced that nominations are open now through January 10 for MCDC's Quality of Life Awards, which recognize an individual and an organization or group for their contributions to McKinney. The nomination form is available on the MCDC website. She congratulated the McKinney Parks Foundation and Bruce Mead for the ribbon-cutting event for East McKinney Learning Garden, adding that a grand opening is planned for Spring to celebrate the growing season and programming. Ms. Schneible shared that the Roy and Helen Hall Library will host a Noon Year's Eve event and encouraged families to attend. Project Grant application deadline is December 30, with applications to be presented in January. Retail Infrastructure Grant application period will open January 1. Ms. Schneible directed Board members to the final reports attached to the agenda, which include four events supported through promotional grants and two retail projects.

Chair Richardson-Woods shared that the Board will hear from 15 Promotional Grant applicants. For grants to be considered eligible for Board consideration, the applicant must demonstrate how their event will showcase McKinney for business development and tourism. She reminded applicants that they will each have up to 5 minutes to present, followed by time for the Board to ask questions.

24-2260 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by Millhouse Foundation (PC 25-08) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2025 Millhouse Arts Festivals, and Makers Market Events, held at McKinney Cotton Mill. Aimee Woolverton shared that she and her sister, Beth Beck, founded MillHouse in 2019 with a mission is to support microbusiness owners in creative fields. MillHouse focuses on helping individuals who are just starting their businesses including artists, makers, and artisans, by creating events that showcase the work of local and regional artists, giving them opportunities to enhance their income potential. They partner with the Cotton Mill for collaborative public art projects, which have resulted in 38 murals on the Cotton Mill property. To date, the Foundation has hosted ten art festivals and twelve indoor markets, with attendance and sales increasing each year. Additionally, the Makers Markets cater to artisans, candle makers, jewelry creators, and clothing designers. Three mural fests have been hosted to date, and last year, MillHouse leveraged the Parks Department's mobile stage to feature musicians for the events. The 2025 schedule includes nine Makers Markets and two indoor art festivals. The indoor festivals will take place in February and August, when outdoor events are less feasible due to weather conditions. Two new projects for 2025 include an East McKinney Mural Project which will involve collaboration with Secretary Bradford,

and an International Art in Action event in collaboration with an international nonprofit organization to enhance the skills of local artisans. The target audience for events includes creatives, shoppers, art patrons, collectors, and families. The \$15,000 marketing plan will utilize print media, Community Impact publications, and social media. Ms. Woolverton emphasized that MillHouse events bring new visitors to McKinney, boosting the local economy. Treasurer Wilkes expressed his appreciation for MillHouse and commended the variety of events they provide.

24-2261 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by Texas Women Society (PC 25-01) in the amount of \$11,000.00 for the advertising, marketing and promotion of the 2025 McKinney Asian Festival. Jin Geng introduced Texas Women's Society as a nonprofit organization managed and operated by women. In 2024, the inaugural McKinney Asian Festival hosted 5,000 attendees and the event involved 150 volunteers. The event featured 70 vendors and 35 performances and activities, including decorations, cultural workshops, and performances. The 2025 McKinney Asian Festival is scheduled for March 29, from 11 a.m. to 6 p.m. at Dr. Glenn Mitchell Park. In 2024, Texas Women Society successfully hosted the McKinney Asian Festival and the McKinney Moon Festival. Ms. Geng emphasized the collaboration between Asian and non-Asian organizations in creating a successful event. The festival celebrates cultural diversity, promotes community engagement, and aims to establish a signature event for McKinney. Funding sources for the event include grants, sponsorships, and vendor fees, while expenses include marketing and event operations. Marketing plans include social media, digital and print ads, and flyers. Vice Chair Riche and Board Member Kelly asked if they have considered relocating from Mitchell

Park due to the size of the event. Ms. Geng responded that they enjoy hosting the events in Downtown at Mitchell Park, but they may consider alternative locations. Board Member Kelly suggested spreading the event throughout Downtown. Board Member Booth asked about the requirements for street closures and traffic control during events. Andrew Jones explained that the City's Special Events Committee reviews and approves proposed event plans. Treasurer Wilkes congratulated Ms. Geng and her team on the success of their past events.

24-2262 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by Odysseus Chamber Orchestra (dba McKinney Philharmonic Orchestra) (PC 25-02) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2025-2026 concert season including a minimum of seven performances. Jason Lim shared that MPO plans to present seven subscription concerts and two chamber music series concerts. The subscription series will feature two pops, three classical, one holiday pops, and a side-by-side concert with the Greater North Texas Youth Orchestra. Mr. Lim shared that MPO will present a special pops concert with hits from the 70s and 80s, A Night at the Movies concert, and classical performances of Beethoven's symphony No. 9 and Rachmaninoff's Symphony No.2. The All-Star Christmas Concert will feature artists including Tatiana Mayfield and The Maylee Thomas Band. The \$15,000 requested will fund billboards, Facebook ads, Google ads, and Community Impact advertising. Chair Richardson-Woods complimented Mr. Lim on the great events presented by MPO. Treasurer Wilkes asked for a precise number of attendees from the previous season. Mr. Lim confirmed a total of 3,500 attendees across all performances, including youth orchestra events. Board Member Booth asked about venue arrangements, and Mr. Lim explained that larger

concerts will be scheduled at the beginning of the semester, while other performances will take place at Trinity Presbyterian Church.

24-2263 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Chamber of Commerce (PC 25-03) in the amount of \$15,000.00 for the advertising, marketing and promotion of the 2025 Día De Los Muertos Celebration. Theresa Johnston thanked the Board for supporting the event in the past. She shared that the event is a grassroots effort which requires more than 160 volunteers to organize the event. Their mission is to celebrate and honor the rich cultural heritage of the Latin American and Hispanic communities in McKinney and surrounding areas through an inclusive and vibrant festival that educates, entertains, and brings people together. Ms. Johnston emphasized that the mission is rooted in respect, appreciation, and preservation of Dia de Los Muertos traditions. In 2024, there were a variety of entertainers, costume contests, food vendors, ofrendas, and marigolds. The 2025 event will expand throughout Downtown with new features that include decorations around the square and strolling mariachis. Additionally, there are plans to partner with AEYL for a scholarship presentation. Marketing plans include videos, flyers, yard signs, print and digital ads, social media, radio ads, and a comprehensive website. Ms. Johnston shared that over 3,000 people registered through Eventbrite last year, with many attendees traveling from other states. Total estimated attendance was nearly 7,000. Treasurer Wilkes complimented their marketing and logo. Board Member Micheletto congratulated the group on successful past events. Board member Booth expressed concerns about space for the event, and Ms. Johnston responded that they plan to alleviate the concerns by limiting the number

of vendors and expanding event elements throughout Downtown McKinney.

24-2264 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by St. Peter's Episcopal Church (PC 25-04) in the amount of \$12,000.00 for the advertising, marketing and promotion of the 2025 Empty Bowls Event. Molly Jones, the co-chair of Empty Bowls, announced that the event will take place on April 24, 2025, in Downtown McKinney on Kentucky Street and inside MPAC. The event raises awareness about food insecurity and funds beneficiaries including Community Garden Kitchen, Community Lifeline, and Little Free Pantry. Ms. Jones shared that one in four McKinney ISD students face food insecurity, meaning they do not know where their next meal will come from. The event will be a general admission event with tickets priced at \$35. Elements of the event include a raffle, silent auction, artisan bowls for sale, wine and beer for purchase, live bowl-spinning demonstrations, and opportunities to meet the beneficiaries. Their 2025 grant request is for \$12,000 for marketing including social media, print and digital ads, yard signs, banners, and billboards. The event donates 95% of proceeds to its beneficiaries and retains 5% for the following year's startup costs. In 2024, the event drew more than 1,000 attendees, with 35% coming from outside McKinney. Nine local restaurants and food purveyors donated their time, and numerous professional and amateur artisans, along with volunteers, contributed to making, glazing, and painting the bowls. Board Member Booth asked whether attendance was capped due to space limitations and how many guests were returning participants. Ms. Johnston responded that they are exploring options for 2026 to accommodate more space for food, adding that they do not have a count of repeat attendees.

24-2265 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by The Heritage Guild of Collin County (PC 25-05) in the amount of \$15,000.00 for the advertising, marketing and promotion of 2025 Events at Chestnut Square including Farmers Market, Ghostly Hauntings, Trolley Tours, Village Tours, educational programming, and exhibits. Executive Director DeAnna Stone reported that 2024 was a record-breaking year for Chestnut Square. Chestnut Square was founded in 1973 by a group of women dedicated to preserving local history. She highlighted that the McKinney Farmers Market continues to rank #1 in Texas and the Southwest and #2 nationally. In 2024, social media reach increased by 30%. The Farm to Table event sold out within the first two weeks of its announcement. This year's events included Pumpkin Pals, Docent Training, Haunted Trolley Tours, Ghostly Hauntings, Back to School Tea, and the Food Preservation Workshop. The Holiday Tour of Homes, an event that involves over 300 volunteers, hit record sales with over 1,740 tickets sold. Holidays at Chestnut Square featured events like Lunch with Santa, Holiday Prairie Adventure Camp, and Christmas in the Village. Additionally, Chestnut Square collaborated with MPAC and Artists and Chefs to present Murder on Chestnut: Twisted Power. In 2025, they plan to build on the successes and programs from 2024. They are enhancing the Bridal Exhibit by adding a January bridal event to correlate with Main Street Bridal Show. Marketing efforts will include local radio and print, and social media. Ms. Stone reported that their 2024 promotional efforts saw a 43% increase in Facebook reach and a 59% overall increase in reach. Board Member Micheletto asked how they plan to attract a younger audience to Chestnut Square. Ms. Stone explained that they are launching a social media campaign focused on the Schoolhouse at Chestnut Square to engage both homeschool families and public schools.

24-2266 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by Raining Grace, Inc. (dba Texas Homegrown Music) (PC 25-06) in the amount of \$10,500.00 for the advertising, marketing and promotion of the 2025 Texas Music Festival and HippieFest, both in McKinney. Al Perry shared that Texas Homegrown Music was established in 2018 to spotlight emerging artists in McKinney, adding that McKinney is emerging as a hub in North Texas of cultural arts which promotes tourism and long-term investment. He thanked the Board for their ongoing support of arts events. Texas Homegrown Music is anchored by a local radio station that focuses on local artists. Grant funds are requested to promote two events. In 2024, the first HippieFest took place at TUPPS. The event included live music, a bohemian market, and a community art project. In 2025 HippieFest will return to TUPPS and is expected to attract over 500 attendees. In June, the Texas Homegrown Music stage will be hosted at the 29th Annual Texas Music Revolution. The event is expected to bring over 6,000 visitors to Downtown McKinney. The stage will be the second largest at the festival. All Texas Homegrown Music events are funded by donors and sponsors. Board Member Booth asked for specific marketing plans, and Mr. Perry explained that the plan includes radio ads, Facebook, Community Impact print and digital ads, banners, and posters.

24-2267 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by Collin County History Museum (PC 25-07) in the amount of \$11,500.00 for the advertising, marketing and promotion of 2025 Events at the Museum. Shannon Booth, the museum's new Executive Director, introduced the museum's mission to preserve and honor the past, connect with the present, and embrace the future. Their goal is to promote resources and

educational programs highlighting Collin County's history and contributions to Texas and the nation. The 2024 promotional grant allowed the museum to advertise through Celebration Magazine, which brought in 32% of their visitors. The 2025 marketing plan includes a video created in collaboration with Community Impact Storytellers, Google ads, Facebook, brochures/flyers, print ads, and billboards. Upcoming events for 2025 include 'Night at the Museum' featuring junior high students as wax figures; a 'WWE Haystack Calhoun' exhibit, and 'Wedding Bliss' showcasing historic wedding dresses. Other events and exhibits include a Daughters of the Revolution traveling exhibit, a Veterans Day program, a Carroll Shelby Car Show, and a Cherokee Nation exhibit. The museum goal for 2025 is to broaden their communication platform and increase participation. Treasurer Wilkes praised the idea of creating additional events to attract more visitors to the museum.

- 24-2268** Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by Sostenuto Choral Community of North Texas (PC 25-09) in the amount of \$1,325.00 for the advertising, marketing and promotion of the 2025 Sostenuto Spring Concert. Eileen Halbrooks introduced the group's artistic director, Cindy Johnston. Sostenuto is the Italian word for "sustain." The choir aims to inspire, educate, and support a community of individual singers, uniting them into one voice to deliver high-quality choral programs to North Texas. The chorus has 56 volunteer musicians from McKinney and surrounding areas. Since 2021, Sostenuto has performed in McKinney's Veterans Day ceremony. Rehearsal is every Monday at First Baptist McKinney, and two major concerts are hosted annually. One takes place in December and a second in May, at the church. On May 19, the spring concert, An American Rhapsody, featuring major works by contemporary composer Z. Randall Stroope will be presented. The concert

will include American-themed songs and guest instrumentalists. Ms. Halbrooks shared that the spring concert budget is supported by internal fundraising. Members average \$100 in donations each semester, covering 20% of event expenditures. Title sponsors and business ads generate approximately \$2,500, and ticket sales bring in around \$2,000. The most recent concert generated nearly \$2,700 in ticket sales. Members pay semester fees of \$70, with discounted rates for students in college or trade schools, averaging \$55 per member. Grant funding helps cover the remaining costs. Fundraising efforts are centered around North Texas Giving Day in addition to Fan Angel platform partnership. Business donors provide 25% of event funding. Last year, Sostenuto applied for and received a grant from the McKinney Arts Commission. This year they have reapplied and are requesting a \$6,300 grant, which would cover 50% of their event costs. Ms. Halbrooks highlighted previous spring concerts including *And So We Sing*, *Celestial Air*, and *Rooted in America*. The *Celestial Air* concert featured original work by their composer-in-residence. *Rooted in America* included folk, gospel, blues, country, and jazz music. Sostenuto also performs annual Christmas concerts. Vice Chair Riche asked about past ticket sales, and Ms. Halbrooks shared that performances averaged about 200 attendees, with the most recent concert reaching nearly 350 attendees. Chair Richardson-Woods asked for clarification on ticket prices. Tickets are available by donation with a suggested amount of \$10 per person. Board Member Booth asked about the pending grant timeline and the group's promotional methods. Ms. Halbrooks shared that the grant cycle is acceptable with their promotional efforts which will include website, Facebook, Community Impact print and digital ads, and website listings with Visit McKinney and McKinney Chamber. Additionally, they have been featured in the McKinney section of the *Dallas Morning News*. Cindy Johnston added that much of their outreach relies on word-of-mouth, but they are seeking additional

promotional resources. Board Member Wilkes asked why they were requesting only \$1,325, and Ms. Halbrooks explained that their limited experience with paid advertising has led them to rely heavily on word-of-mouth, adding that they plan to use grant funds to increase targeted Facebook ads and collaborate with Community Impact. Ms. Halbrooks has also conducted interviews of past attendees to learn how they discovered the group, where they traveled from, and whether they stayed to explore McKinney. Chair Richardson-Woods thanked Ms. Halbrooks for her transparency.

24-2269 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by ManeGait Therapeutic Horsemanship (PC 25-10) in the amount of \$12,500.00 for the advertising, marketing and promotion of the 2025 ManeGait LIVE Country Fair and Concert. Megan Hamlin shared that ManeGait Live County Fair and Concert is scheduled for April 26, 2025. ManeGait is a therapeutic horseback riding facility serving children, adults, and veterans with disabilities. She thanked the TUPPS team for their support and added that the event will return to TUPPS in 2025 due to ongoing construction at ManeGait. The event will run from 12 p.m. to 6:00 p.m., is free to the public, and features activities for all ages, including axe throwing, face painting, crafts, and food trucks. The community stage, sponsored by the Love Life Foundation, will showcase live music throughout the day. The gross revenue for the event is projected at over \$210,000, with expected expenses of \$70,000, for a net of approximately \$140,000. Ms. Hamlin added that 70% of attendees are expected to come from outside McKinney. Ms. Hamlin shared that online promotion has significantly boosted attendance, so this will remain a large part of the marketing plan. Additional marketing efforts include Community Impact and McKinney Magazine ads, radio ads, sign

spinners, feather flags, and posters. Their marketing budget totals \$16,000, and the request is \$12,500 to support the efforts. Board Member Micheletto praised last year's event at TUPPS and asked about potential schedule changes for this year. Ms. Hamlin mentioned that last year's rain plan has prompted adjustments for this year's event. They will feature more community partners on stage rather than a single headliner, with the ability to move performances inside. Jennifer Moss noted that once construction at ManeGait is complete, the plan is to return to hosting VIP concerts at the ManeGait location. She publicly thanked Maylee Thomas and her team for consistently securing talented performers for their events.

24-2270 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by McKinney Public Library Foundation (PC 25-11) in the amount of \$7,000.00 for the advertising, marketing and promotion of 2025 Fall Special Events. Kate Wilson shared that the foundation's mission is to support growth of library programs and services and promote the McKinney Literary Fest. Library goals include hosting special events that engage new audiences and creating experiences that are not easily duplicated. Their events are free and designed to be family-friendly, educational, and engaging. Ms. Wilson added that 20%-30% of attendees come from outside McKinney. In 2025, the plan is to host eight events including Mardi Gras, Spring Break, Spring Into Fun, Summer Kickoff, three summer events, and McKinney Literature Fest. The McKinney Literature Fest is August 23-24 at the new McKinney City Hall due to construction at the Downtown library. All other events will be at the John and Judy Gay Library. The Literary Fest highlights local authors, writers, and illustrators, bringing literary enthusiasts from across North Texas. Ms. Wilson shared that they have mostly relied on free marketing for all their events including Facebook (Library and City), newsletters

(Library and City), and signage Downtown. Funds are requested to expand the promotional reach for the events using Meta ads, bookmarks, and print and digital ads targeting McKinney and surrounding areas. Most of the grant funding will be used to support marketing for the McKinney Literary Fest. Ms. Wilson thanked the Board for their 2024 grant for Fall and Winter events. They were able to track the ads from last year to improve the marketing plan for 2025. Board Member Kelly asked about construction timelines for the Downtown library, and Ms. Wilson stated that Hall Library will close in the spring, with construction beginning in summer and lasting approximately one year. Board Member Kelly also asked about access to free City resources for promoting events. Linda Jones clarified that MCDC grant recipients can and do use City resources for event promotion at no cost.

24-2271 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by Marching Music Made in McKinney (PC 25-12) in the amount of \$5,600.00 for the advertising, marketing and promotion of the 2025 Drum Corps International Competition at MISD Stadium and Drumline Battle at TUPPS. Zach Samuell explained that Marching Music Made in McKinney is a nonprofit organization supporting high school band programs through fundraising events in partnership with Drum Corps International. DCI is a worldwide organization with participants from all over the world. This year, McKinney will host DCI finalists at MISD Stadium on July 21, the final Texas stop on the DCI tour. This year's performers will include finalists from the 2024 World Championships. Performing groups arrive in McKinney on July 20, attracting people from across the metroplex to watch the rehearsal. In 2024, over 500 tickets were sold for the Drumline Event at TUPPS, with proceeds donated to McKinney high school band programs. This will be the fourth year for DCI in McKinney, and the first

three years raised over \$100,000 for local band programs. More than 500 attendees are expected at the Drumline Expo and more than 3,000 for the competition at MISD Stadium. Last year, FloMarching livestreamed the McKinney DCI show and had over 5,000 unique visitors on the stream. Last year, they had success with digital media by posting high quality video content, which led to over 9 million views on a single video and an increase of more than 10,000 followers. This year's marketing goal is to expand on that success, partnering with content creators. Projected revenue for 2025 is over \$60,000. Mr. Samuell shared that they are also requesting a grant from Visit McKinney to support the McKinney hotel stays associated with the events. Board Member Booth inquired about the possibility of additional performances. Mr. Samuell responded that while they are open to new opportunities, scheduling is challenging due to the students' rigorous rehearsal schedules. He added that rehearsals remain open to the public for those interested in attending.

24-2272 Chair Richardson-Woods called for consideration/discussion on a 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. MPAC Marketing and Development Specialist Jakia Brunell shared that the 2025 Arts in Bloom Festival is scheduled for April 11-13. In 2024, they welcomed over 50,000 visitors who shopped for art, sipped wine, and enjoyed entertainment by multiple plein air artists. Arts in Bloom will feature an artist demonstration stage, crafts, and a kids' creation station. Additionally, the McKinney Plein Art Society will document the festival in real time, with a 360-degree view for observers. In 2024, the event generated more than \$52,000 in wine sales. The 2025 event will host 14 Texas wineries. Proceeds from the event are reinvested back into Main

Street to fund advertising and programs that benefit the Cultural District.

To measure the event's impact, Main Street collects sales data from artists, vendors, and Downtown businesses. The marketing plan for Arts in Bloom includes social media campaigns with influencer collaborations, billboards, and print ads in Community Impact.

24-2273 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by Sanchez Charities, LLC (in Collaboration with McKinney Interfaith Compassionate Service Council) (PC 25-14) in the amount of \$10,500.00 for the advertising, marketing and promotion of the 2025 McKinney Run for Hope: Walk in Unity. Keith Kemsley thanked Andrew Jones for his involvement in the Light of the World Giving Machines. The 2025 McKinney Run for Hope: Walk in Unity supports the NeighborHub in McKinney and its core tenants. The event includes a 5K run, Unity Walk, and Spring Festival on April 12 at Towne Lake Park. Attendees will include faith groups, interfaith councils, community members, families, youth groups, runners, high school teams, businesses, and civic groups. 1,700 participants from around the metroplex are anticipated. Plans are to make this an annual event benefiting the NeighborHub. Stacy Wright presented the marketing plan which includes print flyers, yard signs, campaign-style yard signs, social media, and marketing videos. The proceeds for the NeighborHub project are expected to be around \$32,000. Board Member Micheletto asked about the plans for the marketing video, and Mr. Kemsley shared that the video would highlight core NeighborHub tenants and be distributed through social media, email campaigns, and their website.

24-2274 Chair Richardson-Woods called for consideration/discussion on a Promotional and Community Event Grant application submitted by SBG Hospitality (PC 25-15) in the amount of \$15,000.00 for the advertising,

marketing and promotion of the 2025 Sip and Stroll Series. Airess Gonzales shared that the mission of the Sip and Stroll Series is to bring together McKinney residents and visitors to explore Downtown McKinney in a unique way. These strolls significantly increase sales and foot traffic for Downtown merchants who are quick to register for a chance to participate. Ms. Gonzales shared testimony from a Downtown merchant about the importance of these events for store owners. In 2024, 86% of attendees were visitors from outside of McKinney, up from 79% in 2023. Each stroll donates 20% of net proceeds to McKinney Main Street, plus an additional \$1,500 per event to a local nonprofit. In 2024, more than \$10,000 was donated to organizations including Hugs Café, McKinney Main Street, and Traffic 911. In 2025, attendees will receive a signature event cup and map to guide their tasting adventure through Downtown McKinney. The 2025 series will include four strolls: St. Patrick's Day Beer Walk on March 15, Craft Beer Walk on June 14, Margarita Stroll on July 12, and Spooktacular Brews and Boos Walk on October 25. The goal is to sell \$1,500 tickets per event at \$35 each. The direct cost for each event is \$20,000 to \$22,000, and the goal is to secure \$5,000 in sponsorships for each stroll. The marketing plan includes social media, public relations/press, flyers, creative, and targeted mass texts. The \$15,000 request is 73% of the advertising budget.

Chair Richardson-Woods thanked all grant applicants for their presentations, adding that the subcommittee (Joy Booth, AJ Micheletto and Markus Lloyd) will review each in detail and make recommendations to the Board at the next meeting. The Board will vote on these applications at the January 23 meeting.

Chair Richardson-Woods called for public comments regarding matters not on the agenda, and there were none.

Chair Richardson-Woods called for additional comments from the Board. Board Member Booth thanked the Board for their participation in all events. Vice Chair Riche reflected on the recent City Council meeting where an elementary school choir performed and those in the room experienced the Christmas spirit. Secretary Bradford congratulated Michael Talley for being recognized as one of North America's Top 50 Economic Developers. She shared that the City of McKinney was named the number one real estate market in the United States. She expressed her gratitude for serving alongside the MCDC Board and thanked those who supported the Woodside Village Thanksgiving event, adding that there will also be a Christmas event at Woodside and volunteers are welcome. Board Member Micheletto shared that she participated in the Angel Tree program for MISD and thanked everyone who contributed to the event. Chair Richardson-Woods expressed her appreciation to the MCDC Board and staff for their dedication to the community and wished everyone a happy holiday season. President Schneible echoed these sentiments, thanking all Board members for their ongoing commitment to MCDC and the McKinney community.

Chair Richardson-Woods recessed the meeting into Executive Session at 10:34 a.m. in accordance with the Texas Government Code. Deliberation regarding economic development matters included Notes Live/Venu, Project Hemisphere, Project 20-09 TUPPS Brewery and Entertainment Destination, and Project Mirage. She added that there will not be action taken after Executive Session.

Chair Richardson-Woods reconvened the meeting of McKinney Community Development Corporation back into regular session at 11:00 a.m.

Chair Richardson-Woods called for a motion to adjourn. Board members unanimously approved a motion by Vice Chair Riche, seconded by Treasurer Wilkes, to adjourn. Chair Richardson-Woods adjourned the meeting at 11:01 a.m.

A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes approved by the MCDC members on: _____

SIGNED:

ANGELA RICHARDSON-WOODS
Board Chair
DAVID RICHE
Board Vice Chair

ATTEST:

DEBORAH BRADLEY
Board Secretary