



McKINNEY COMMUNITY DEVELOPMENT CORPORATION GRANT CALENDAR

Fiscal Year 2026

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 28, 2025	December 18, 2025	January 22, 2026
Cycle II: May 29, 2026	June 25, 2026	July 23, 2026

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2025	January 22, 2026	February 26, 2026
Cycle II: March 31, 2026	April 23, 2026	May 28, 2026
Cycle III: June 30, 2026	July 23, 2026	August 27, 2026

Retail Development Infrastructure Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: January 30, 2026	February 26, 2026	March 26, 2026
Cycle II: July 31, 2026	August 27, 2026	September 24, 2026

For Additional Information

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McKINNEY COMMUNITY DEVELOPMENT CORPORATION GRANT GUIDELINES

FY 26 (In effect October 1 through September 30, 2026)

McKinney Community Development Corporation – Overview

In 1996, McKinney voters approved the creation of a 4B (now Type B) sales tax corporation to support community and economic development projects and initiatives to enhance quality of life improvements and economic growth for McKinney residents. MCDC receives revenue from a half-cent sales tax and awards grant funds for projects, promotional activities and community events that showcase the City of McKinney and support business development and tourism.

Guided by a City Council-appointed board of seven McKinney residents, the impact of investments made by MCDC can be seen throughout the community.

Projects eligible for funding are authorized under The Development Corporation Act and (Chapters 501 to 505 of the Texas Local Government Code).

McKinney Community Development Corporation – Mission

To proactively work, in partnership with others, to promote and fund community, cultural and economic development projects that maintain and enhance the quality of life in McKinney and contribute to business development.

Guiding Principles:

- Serve ethically and with integrity
- Provide responsible stewardship
- Embrace our role and responsibility
- Honor the past – provide innovative leadership for the future
- Make strategic and transparent decisions that best serve the community

McKinney Community Development Corporation – Goals Supported Through Grants Program

- Ensure application/project eligibility for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code.
- Meet citizen needs for quality-of-life improvements, business development and sustainable economic growth for residents in the City of McKinney.
- Provide support for cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and increased McKinney sales tax revenue.
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested.
- Educate the community about the impact that local dining and shopping has on investment in quality-of-life improvements in McKinney.

Promotional and Community Event Grants

Promotional and Community Event Grants provide financial support (not to exceed \$15,000 per grant) for initiatives, activities and events that:

- showcase McKinney to promote tourism and/or develop new or expanded business opportunities; AND
- enhance the quality of life for McKinney residents.

Guidelines and Application Process for Promotional and Community Event Grants

- A preliminary review of your proposal or idea, by the MCDC board, can be obtained by submitting a **Letter of Inquiry** form, available at www.mckinneycdc.org.
- Grant applications are considered based on the published Grant Calendar. Applications are available at www.mckinneycdc.org. Deadlines for submission are strictly followed according to the Grant Calendar.
- The Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- **To ensure Board consideration, applications must be completed in full and submitted via online application no later than 5:00 PM on the deadline date.**
- Promotional/Community Event grant applications must demonstrate how the event(s) will showcase the City of McKinney for the purpose of business development and/or tourism in McKinney.
- Events must be well-planned with stated goals, objectives and evaluation measures that demonstrate impact to the community, as indicated in the application.
- All funds awarded will be used **exclusively** for advertising, marketing and promotion of the Promotional/Community event as described in the application.
- Applicant must have been in business (preferably within the City of McKinney) for a minimum of two (2) years. This requirement may be waived for business expansion or business development projects.
- If a registration fee / ticket fee is charged, there must be at least one entry option that is \$35 or less.
- If the event benefits a nonprofit organization, specific details must be provided regarding the benefit as indicated in the application.
- Applicant gives permission for the use of Board presentation images and other published event images on MCDC and City of McKinney website and social media platforms and print/digital publications.
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional/Community Event for which funds were received.

- Recognition to MCDC:
 - MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional/Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
 - Grant recipients are encouraged to use graphics and text from the MCDC Grantee Toolkit (to be provided to all grant recipients) for posts/ads to help share how MCDC partners with your organization.
- Applicant will provide a final report of the Promotional/Community Event(s) no later than 30 days following the completion of the Promotional/Community Event(s). Applicant may choose to use the online form for Final Report found [here](#) or email Final Report to info@mckinneycdc.org. If emailed, Final Report may be in any format. All Final Reports should include:
 - narrative report on the event(s),
 - goals and objectives achieved based on performance metrics outlined in the application,
 - financial data (budget vs. actual expenses and revenues along with explanation for variances,
 - amount donated to charity (if applicable),
 - samples of marketing efforts (images of printed materials and ads, screenshots of website and online promotions),
 - statement/examples demonstrating how grant recipient promoted MCDC as a partner, and
 - photos and/or video of the event(s).
 - The Organization officials who have signed the application are authorized by the organization to submit the application.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Copies of paid invoices/receipts, along with a formal letter requesting reimbursement, must be provided to MCDC to ensure compliance with state statutes and the terms of the performance agreement. Once verified, MCDC will process the request for payment. Up to 20% of the grant awarded may be withheld until the final report on the Promotional/Community Event is provided to MCDC.
- **Funds granted must be used within one year of the date the grant is approved by the MCDC board.**
- Preference may be given to applicants who have not received funding from MCDC within the previous 12-month period.
- Preference may be given to applicants who develop and demonstrate multiple revenue streams to financially support their event(s), not including other City of McKinney entities (e.g. Arts Commission, City of McKinney Community Support Grants, Visit McKinney).
- Performance agreements are required for all approved grants.

Application Review Process

The McKinney Community Development Corporation Board of Directors is responsible for reviewing and voting on applications for funding projects and initiatives in accordance with state law. The board consists of seven members, appointed by the McKinney City Council. The Application Review Process is outlined below.

- MCDC Board members will consider the awarding funding based on the criteria noted in the application.
- **To ensure Board consideration, applications must be completed in full and submitted via online application no later than 5:00 PM on the deadline date.**
- Applications may be reviewed by MCDC legal counsel to determine eligibility for MCDC funding under state law.
- Once eligibility for consideration is confirmed, applicants will be notified and placed on the meeting agenda to make a presentation to the board, according to the Grant Calendar. *This is a formal presentation with a FIVE minute time limit.* Following the presentation, board members will have an opportunity to ask questions of the applicant.
- Board members will evaluate applications and presentations and prepare to act on the request at a future MCDC board meeting. Please refer to the 2026 Grants Calendar for the schedule.
- Applications may be referred to a board subcommittee for additional research and evaluation.
- When action is scheduled, the board members may approve, amend, table or reject an application, by a majority vote of the board.

Please note: MCDC funds will become available to an approved applicant 60 days after the date of publication of the Notice of Public Hearing referenced above.

Where to Apply

For a preliminary review of your proposal or idea by the MCDC board, please complete the **Letter of Inquiry** form, available at www.mckinneycdc.org.

Applications are available at www.mckinneycdc.org. Deadlines for submission under the categories and cycles listed on the 2026 Grants Calendar are strictly followed.