

**Overview of Promotional and Community Event Grant Applications  
Cycle II FY17**

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Notes
<b>Volunteer McKinney (P&amp;C 17-08)</b>	Dana Riley, Executive Director 400 W. Virginia, Ste. 100; dana.riley@volunteermckinney.org; 469.855.1524	Volunteer McKinney was established in 1998. Its mission is to connect people to their passion through volunteerism and strengthening McKinney area nonprofits through training and collaboration.	Requesting <b>\$5,000</b> to promote the 2017 Santa on the Square event	November 24 - December 17, 2017	Electronic, printed and social media marketing is planned. Additionally, flash drives with Santa photos will be provided to participants. Earned media is also planned.	Increased bookings and participation compared to 2016. In 2016, bookings totaled 405 and total number of visitors was 1,625. With additional promotion, additional participation is anticipated.	Projected revenue from the event is budgeted at \$23,000; budgeted expenses total \$11,500; marketing expenses total \$5,000	No previous Promotional and Community Event grant funding for this event.	Promotional cost per participant - \$2.50 each (\$5,000/2000)
<b>North Collin County Habitat for Humanity P&amp;C 17-09</b>	Elizabeth Johnston, Development and Marketing Manager; 972.542.5300; marketing@ncc-habitat.com	Founded in 2009, NCC Habitat ReStore is a free-standing structure of 36,000 sf housing construction materials, furniture and home décor. Goals: provide community with low-cost new & used construction materials; encourage recycling; generate funds for NCCHF; provide workforce training; provide materials to other nonprofits at a reduced rate	Requesting <b>\$4,000</b> to promote 2017 Monster Mash Birthday Bash event	October 28, 2017	Advertising through social media and email marketing. Flier inserts into a publication targeting Frisco, Princeton, Melissa and Anna. On-site radio broadcasting, water bill inserts, in-store signage, ReStore weekly e-news, Habitat e-Newsletter, listing on community events pages, promotion at area Chamber of Commerce meetings, media outreach through press releases to McKinney, Frisco, Celina, Prosper, Melissa and major area news outlets. A billboard will also be secured.	Reaching target of 900 customers which would represent an increase of 20% over 2016. Customer zip code of purchases made will be analyzed. And comparisons will be made to surrounding Saturdays and the average Saturday customers and purchases. Last year 51% of purchases were made by customers from outside of McKinney.	Revenue, including in-kind, is projected to be \$8,400 with MCDC funds. This figure does not include store sales. Expenses are projected at \$9,670. Advertising and promotions budget is \$6,505.	<b>\$4,000</b> (2016); <b>\$4,000</b> (2015); <b>\$1,000</b> (2015); <b>\$1,000</b> (2014); <b>\$6,050</b> (2010)	Promotional cost per participant - \$4.45 (\$4,000/900)
<b>McKinney Rotary Club Foundation P&amp;C 17-10</b>	Danny Kistner, President; 972.547.2850; dannykistner@att.net	Serving the community for more than 90 years. Rotary sponsors numerous scholarships and charities in the McKinney community as well as organizing events such as the Christmas Parade - which has become a focal event of the Christmas season in McKinney.	Requesting <b>\$5,000</b> to promote the 2017 Rotary Parade of Lights	December 9, 2017	Advertising campaign beginning in August. Promotions via social media, website, newspapers and magazines; signage and potentially a billboard. Additionally, a program with sponsor ads will be produced and distributed.	Increased float entries (there were 88 in 2016). Crowd size not estimated.	Revenue estimated at \$15,000; Expenses are budgeted at \$15,000; advertising and marketing budgeted at \$4,000. In 2016 the total for advertising and marketing was \$3,447.53.	<b>\$6,000</b> Parade of Lights (2016); <b>\$5,500</b> Parade of Lights (2015); <b>\$3,500</b> Parade of Lights (2014); <b>\$3,500</b> Parade of Lights (2013); <b>\$3,500</b> Parade of Lights (2012); <b>\$3,500</b> Parade of Lights (2011); <b>\$3,500</b> Parade of Lights (2010); <b>\$1,500</b> Parade of Lights (2009); <b>\$8,500</b> Election Night on the Square (2008); <b>\$4,150</b> Dallas Brass Concert (2006)	Promotional cost per float = \$50 (\$5,000/100); If crowd size is estimated at 5,000 - cost per person would be \$1.00 - but no estimate of crowd size.

\$ 5,000.00

\$ 4,000.00

\$ 5,000.00

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<b>Heritage Guild of Collin County P&amp;C 17-11</b>	Jaymie Pedigo, Executive Director 972.562.8790; director@chestnutsquare.org	To preserve and perpetuate the heritage of Collin County. The Heritage Guild was organized more than 40 years ago and exists to support Chestnut Square Historic Village. Chestnut Square offers diverse programs and activities that encourage community participation and a destination for visitors to McKinney.	Request is for <b>\$10,000</b> to support marketing and promotion of 2017 Farmers Market (fall season); Legends of McKinney Ghost Walk; Holiday Tour of Homes	August 2017-December 2017	Advertising: Community Impact News; Edible Dallas; Billboard; Stonebridge Ranch HOA news; Dallas Morning News; Houston Home & Garden	Farmers Market attendance - 1,500/weekend; 2016 Home tour drew 1,800; no estimate for ghost walk	Farmers Market - revenue budgeted at \$55,000; expenses budgeted at \$15,000. Ghost Walk - revenue budgeted at \$9,000; expenses budgeted at \$2,500. Tour of Homes - revenue budgeted at \$27,000; expenses budgeted at \$6,500. Total marketing, advertising and promotional expense estimated for the 3 events is \$30,000.	<b>\$12,500</b> (2017); <b>\$6,500</b> (2016); <b>\$11,000</b> (2015); <b>\$9,000</b> (2015); <b>\$12,500</b> (2014); <b>\$15,000</b> (2013); <b>\$15,000</b> (2012); <b>\$11,750</b> (2011); <b>\$12,000</b> (2010); <b>\$5,000</b> (2009); <b>\$1,400</b> (2009); <b>\$12,500</b> (2008); <b>\$1,750</b> (2006)	
<b>Arts &amp; Music Guild P&amp;C 17-12</b>	Anne Royer, Director, Arts & Music Guild; 214.679.1124; sar312@sbcglobal.net	The McKinney Artists and Studio Tour began in 2009 as a vision of local artists and teachers. It has grown to include a wide variety of skilled artists working to raise public awareness of the amazing collection of talent in McKinney. Free of charge, MAST drew 900 guests to 16 studios in 2015. In 2016 MAST expanded to 50 studios, representing 50-70 artists, with attendance of 1,132. MAST currently has 50 artists registered for the 2017 event, representing neighborhoods both east and west of Highway 75.	Requesting <b>\$7,000</b> to promote the 2017 MAST event.	November 11-12, 2017	Posters; email blasts; social media promotion; promotional cards for distribution by artists; website; billboard; print ads in Allen, Celina Plano, Prosper; radio ads on WRR; postcards and posters	Attendance of 1,300; collection and analysis of guest zip code information facilitated by MAST docents.	Revenue is projected at \$16,445; projected expense is \$15,000 with the total for advertising at \$8,000	<b>\$5,000</b> (2016)	Cost per participant based on target for this year - \$5.39 (\$7000/1,300)
<b>Collin County Master Gardeners P&amp;C #17-13</b>	Bonnie Landon; 214.707.6745; bonnie.landon@icloud.com	The mission of Collin County Master Gardeners Association is to assist and support the Texas A&M AgriLife Extension Horticulture Agent in providing the community with research-based information on sustainable horticultural practices and environmental stewardship.	Requesting <b>\$10,000</b> to promote the 2018 Garden Show	March 17-18, 2018	Multi-channel approach that includes: Garden Wise Gazette (CCMGA's public newsletter); Good Family Life; Allen Image; Prosper Living; Dallas Morning News Guide; 97.5 FM KLAK; social media marketing	Estimated attendance is 9,000. Also measured will be website hits, social media engagement, volunteer online survey results, vendor feedback.	Revenue budgeted at \$34,750; expense budgeted at \$34,700. Advertising and publicity fees are budgeted at \$22,000.	No previous Promotional and Community Event grant funding for this event.	Promotional cost per participant based on estimate of 9,000 is \$1.12 (\$10,000/9000)

\$ 10,000.00

\$ 7,000.00

\$ 10,000.00

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<b>McKinney Main Street P&amp;C 17-14</b>	Amy Rosenthal; 972.547.2652; arosenthal@mckinneytexas.org	Organization to 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. Contributes to improved retail mix; diversified tax base; strong McKinney economy.	Requesting <b>\$15,000</b> to promote 2017 Oktoberfest event	September 22-24, 2017	Trip Advisor Digital Ads; digital billboards; major market radio; Frisco/Plano monthly mailed publications; food and lifestyle blogs; social media; posters; postcards; press releases; ads in Dallas Morning News and Star Local Media; email blasts	Overall foot traffic attendance; store specific sales increases; vendor and community feedback. Short surveys will be executed to gather demographic information; # of years attending; overall impression of event. Post-event survey conducted with all vendors in downtown. Redeemed incentives on direct marketing piece will be measured. Estimated attendance in 2016 was 55,000.	Revenue is budgeted at \$750,000; total cost is budgeted at \$602,000; promotional budget and signage budgeted at \$35,000	<b>\$15,000</b> Arts in Bloom (2017) <b>\$15,000</b> Oktoberfest (2016) <b>\$12,000</b> Arts in Bloom (2016); <b>\$15,000</b> Home for the Holidays (2015); <b>\$14,000</b> Bike the Bricks (2015) <b>\$15,000</b> Oktoberfest (2014); <b>\$7,000</b> Arts in Bloom (2014); <b>\$10,500</b> Bike the Bricks (2011); <b>\$25,000</b> Bike the Bricks (2010); <b>\$15,000</b> Dickens (2009); <b>\$75,000</b> Oktoberfest (2008); <b>\$37,500</b> RWB & Art & Jazz (2008); <b>\$10,000</b> Chair Event (2006)	Cost per participant, based on 2016 numbers - \$.28 each (\$15,000/55,000)
<b>Mission Regan P&amp;C #17-15</b>	Courtney Willis, Vice President; 214.577.1561; courtney.willis@missionregan.org	Mission Regan exists to bridge the chasm between people who have too much and people who struggle to survive. Supplies, medication and medical equipment is collected and then sent to those in need - locally and globally.	Requesting <b>\$5,000</b> to promote the 2017 Golf Tournament	October 6, 2017	Radio advertising; social media advertising; flyers; banners; participant gifts	Attendance goal is 120	Revenue budgeted at \$17,947.07; expenses budgeted at \$4,595.80; promotional expenses budgeted at \$5,000	No previous Promotional and Community Event grant funding for this event.	Promotional cost per participant based on estimate of 120 - \$41.67 (\$5,000/120)
<b>Embrace Texas P&amp;C #17-16</b>	Amber Fulton, Director of Development; 972.768.8162; amber@embracetexas.org	Embrace Texas was founded to meet the needs of foster and adopted children by recruiting foster homes in McKinney, which allows more McKinney foster children to remain in this community.	Requesting <b>\$2,500</b> for the 2017 Child to Family event	November 1, 2017	Radio, print and billboards	No attendance goal provided. Previous events hosted 85-95 prospective parents.	Revenue projected at \$1,600; expenses projected at \$6,960. Promotional costs estimated at \$1,500.	No previous Promotional and Community Event grant funding for this event.	Promotional cost per participant based on estimate of 90 - \$27.78 (\$2,500/90)

\$ 15,000.00

\$ 5,000.00

\$ 2,500.00

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<b>Crape Myrtle Trails of McKinney P&amp;C #17-17</b>	Phil Wheat, Board President 214.542.1550; pdwheat@unitedplanners.com	CMT's mission is the environmental, educational and economic enrichment of the community through unique public-private collaborations. Three key goals: promote civic pride in beautification; encourage travel and tourism to McKinney; develop the World Collection Park.	Requesting <b>\$7,780</b> to promote the 2017 Crape Myrtle Run the Trails event	September 23, 2017	Personal promotion and sponsorship solicitation; social media and email promotion; posters; radio advertising; media outreach; communication to MISD students	Sponsorship support; runner revenue; MCDC ROI; 1,100+ participants (# increased 25% in 2016); non-McKinney participation of 35%; profit of \$21,000	Budgeted revenue is \$47,000; expenses budgeted at \$23,811; promotional expenses estimated at \$7,780.	<b>\$3,000</b> (2016) for Run; <b>\$4,000</b> (2015) for Run; <b>\$8,000</b> (2014) for Run; <b>\$8,000</b> (2013) for Run; <b>\$8,000</b> (2012) for Run; <b>\$5,000</b> (2011) for Run; <b>\$3,250</b> (2010) promotions & marketing; <b>\$7,500</b> (2007) for Run; <b>\$2,500</b> (2006) for Run	Promotional cost per participant based on estimate of 1,100 - \$7.08 (\$7,780/1100)

\$ 7,780.00

\$ 71,280.00