

Crape Myrtle Trails of McKinney – 2015 Run the Trails and Festival Final Report to McKinney Community Development Corporation

Narrative Summary

Our main goals for the 2015 *Run the Trails and Festival* event were:

- Raising sufficient funds to support our operations;
- Increasing our annual “Run and Festival” event’s place as a part of the culture of our beloved city;
- Providing an excellent “return on investment” for M.C.D.C. and our other supporters;
- Attract more out of town runners to our event; and
- Continue to establish our event as a “healthy and fun” addition to McKinney’s Oktoberfest weekend.

Taking all of these into consideration, we feel this year’s event was a great success!

We are an all-volunteer board of very busy people whose “common denominator” is a deep love for our city. Our event takes an immense amount of effort and we could not succeed without your support.

As you will see from the information that follows, we used your much appreciated grant entirely for the promotion of our event. We are proud to report an excellent ***return on your investment of 607.5%*** and we want to express our deep appreciation for your belief in us!

The runner participation for our 2015 was up by 7.4%. We attribute this mostly to:

- Adding an experienced runner to our board, whose advice helped us attract more out of town “serious” runners
- Teaming with McKinney Main Street to reciprocally promote their Oktoberfest event with our Run & Festival.
- Increasing our radio promotional budget by 90% with more emphasis in attracting out of town participants.
- Encouraging MISD students, through their PE coaches, to have friends and family register in the schools’ names. We included these non-students in the

counts for the “\$5 per school registrant” going back to their PE departments.

Metrics

Income

- **Sponsor Donations = Up 22.8%,**
\$29,000 vs. \$25,000 in 2013
- **Number of Sponsors = Up 28.1%**
49 vs. 41 in 2013
- **Runner Fees = Up 1.4%**
\$14,536 vs \$14,328 in 2014

Total Revenue = Flat (\$4,000 less MCDC Grant)
\$47,536 vs \$47,328 in 2014

Expenses

- Pre- Event Advertising & Promotion* = (Radio spots, printed flyers, posters, “windshield” cards, metro-wide email blasts, signs, posters, 10,000 bracelets to MISD elementary school students) = \$4,218.79
- Promotional efforts at the event and ongoing (tee-shirts, signs, banners, event app, etc.) = \$3,418.63.
- Run Timing & Course Set Up = \$3,635
- Myrtle Village (Sponsors & Fun; Bounce House, Obstacle Course, Tables, Canopies, etc.) = \$4,235.25
- Participant Awards = \$666
- Security (Off-duty Police & EMS) = \$280
- Basic Rentals (tables, tents, toilets) = \$585.80

**Articles and press releases provided to local newspapers and on-line news outlets are being sent as an attachment to the same email as this report.*

Gross Expenditures: \$17,339.47

MCDC Promotional Grant \$4,000.00 (investment used to pay pre-event promotional expenses)

Profit = \$27,300 vs \$24,355 in 2014 + **12%**

MCDC Return on Investment: 607.5% vs 204.4% in 2014+**297.2%**

Demographics

Our participant count was 709 this year, which was up from 660 in 2014 +**7.4%**

The percentage of non-McKinney registrants was 29.0% vs 20.9% in 2014 +**38.7%**

Cities Represented:

In addition to McKinney, the following cities were represented:

Allen, Anna, Batesville IN, Bonham, Carrollton, Celina, Coppell, Dallas, Denton, Fairview, Frisco, Garland, Irving, Kingham, Little Elm, Louisville, Melissa, Masa AZ, Plano, Powderly, Princeton, Prosper, Richardson, Sherman, Sulphur Springs, Sunset, VanAlstyne, Vibnia AZ, Whitewright and Wolfe City.

307 of the 709 registered as McKinney residents. We could not identify a city of residency for 313 of the registrants.

% Participants by Location (of those showing their residence):

McKinney : 71.0% vs 79.1 in 2014

Non-McKinney 29.0% vs 20.9 in 2014

Outside Collin County: 8.8% vs 8.0 in 2014

The Payoff For McKinney

How will the Crape Myrtle Trails of McKinney use the profits from this our only fundraiser? Here are some of the ways:

- Teaming with the City with both our finances and labor in the maintenance and continual improvement of our World Collection Park!
- Working with the McKinney Convention and Visitors Bureau and McKinney Chamber of Commerce toward making our World Collection Park and our annual Run and Festival becoming appealing destination attractions for our city!
- Promoting and funding strategic plantings of Crape Myrtles in key venues throughout the City!
- Continuing to award significant cash grants to the Physical Education Departments of local schools to promote the health of our youth! (**\$3,190 vs \$2,375 in 2014 + 34.3%**)
- Growing the positive impact our annual event contributes to our city's culture and tradition!
- Providing Crape Myrtles to 5th grade students of McKinney Schools the Friday immediately prior to Mothers' Day to take home to Mom! ***In 2014 and forward, every MISD 5th grade student from all 20 Elementary School will take a Crape Myrtle home to Mom!!!***
- Continuing to promote McKinney as *America's Crape Myrtle City* as a special "piece in the puzzle" of McKinney's continued and improving recognition as one of the country's very best cities! The following governmental bodies have **officially proclaimed McKinney as America's Crape Myrtle City: The City of McKinney, Both Houses of The Texas Legislature and the United States Congress!**

Advancing the Mission and Goals of MCDC

Thanks to the help MCDC has extended to us, the Crape Myrtle Trails of McKinney Foundation will be able to continue the ongoing efforts listed above. Our emphasis will continue to be on our citizenry taking pride in our local community and attracting those outside of McKinney to enjoy us as well! Through pursuing our mission we plan to make our great city even more beautiful and special. Regarding our *Run & Festival* which you support, MCDC should be proud to be a primary leader in this effort to touch McKinney's heartstrings with a

community-unifying celebration ! After all, increased community pride and spirit can only enhance our status as one of our nation's elite cities! With the governments of our City, State and Country officially recognizing our unique status, we are on a roll!! Thank you, MCDC. You are a great partner!!

Note from Main Street Executive Director Regarding Our Event and Oktoberfest

December 16, 2014

Dear Phil,

Thank you so very much for Crape Myrtle Trails' support of McKinney Oktoberfest with the Run the Trails event. We appreciate the co-promotion opportunity. McKinney Main Street is a strong advocate of working with community partners to help build visibility, and we always believe in the benefit of combined efforts.

We welcomed over 50,000 guests to Historic Downtown McKinney during Oktoberfest, and while we were not able determine specifically how visitors learned about the festival, we do believe that a meaningful number of participants from the Run the Trails event did attend Oktoberfest. The promotion of runners brining runner-bibs to exchange for free food and beverage tickets was certainly taken advantage by a number of people.

Thank you again for partnering with McKinney Main Street, and we look forward to working with you in 2015 and beyond!

Amy Rosenthal
Director, MPAC & Main Street
City of McKinney
Office: 972-547-2652
Cell: 817-269-1326
www.mckinneyperformingartscenter.org

Press Release

The press release shown below was sent to 135 media contacts prior to our event. The distribution included area newspapers (both large and small), television and radio stations, online news organizations, and Chambers of Commerce.

NEWS RELEASE

September 19, 2014

New Date and Course Set for Ninth Annual Crape Myrtle “Run the Trails”

“Fun for all ages” and “twice the size” are key expectations for the 2014 Crape Myrtle Trails of McKinney Run, set for Saturday, Sept. 27. This year’s run includes a 10K course. The start/finish line for 10K, 5K and 1-mile runners will be located this year at Cockrill Middle School, 1351 Hardin Rd. in McKinney, and the starting gun for the first race is at 8:30 a.m. Phil Wheat, president of the Crape Myrtle Trails Board said, “We’re excited to be one of the events kicking off a wonderful McKinney Oktoberfest weekend. We think the inclusion of a certified, fast 10K course will bring runners from beyond the boundaries of McKinney to join the fun and see what a great community we have.”

Again this year, run participants will enjoy a party atmosphere in Myrtle Village both before and after the race. Entertainment in the area near the start/finish will include a petting zoo, face painter, bounce house, inflatable obstacle course, music, warm-up exercises, plus Chicken Dances and other fun afterwards. In a now-established tradition, students from the school with the most participants will get to see their coach or principal Kiss a Pig. (“Myrtle” is her name.) Rodney Haynes, race chair, said, “The new course is a beautiful race through Bonnie Wenk Park and McKinney Trails.” He said the new venue allows Myrtle Village to be “twice the size as before.” The race is directed and timed by Racing Systems through Run-On! of McKinney. Medals and trophies will be awarded the fastest runners in multiple age divisions. Follow-up rewards to local education occur in the weekend after the run, when Crape Myrtle Trails Board members return \$5 of students’ and parents’ registration fees to participating schools.

For advance registration, go to www.crapemyrtletrails.org. Registration on race day begins at 7:30 a.m. in front of Cockrill Middle School, at the intersection of White and Hardin Roads. More than 35 community businesses and organizations are sponsors for the event, led by the McKinney Community Development Corporation. Other key sponsors include Progressive Waste Solutions, Encore Wire, Medical Center of McKinney, Lobb Toyota, Methodist McKinney Hospital, WalMart, Bank of Texas, Certa Pro, The Body Shop, Pierce Insurance Group and many others.

For additional information, please contact Phil Wheat, pdwheat@unitedplanners.com.

PHOTO CAPTION

Pre-race events for the Crape Myrtle Trails Run include warm-up exercises in Myrtle Village; post-race events include the awarding of medals and trophies.

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