

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

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Notes
Run for Cover/3e McKinney (P&C 17-01)	Jim Smith, Event Director 972.896.9908; smith.jim1956@gmail.com Nancye Ashley, Associate Director 972.542.3331; Nancye@3eMcKinney.com	Engage volunteers in short and long-term community involvement; equip volunteers to serve in love, grace and compassion; empower the under resourced to long-term self-sufficiency.	Requesting \$4,000 to promote the 2017 Run for Cover event	April 8, 2017	Electronic, printed and social media marketing materials will be distributed beginning in February. Radio spots to begin in March. Cross promotion planned with Arts in Bloom.	Goal for the event is 580 runners which would represent an increase of 10% over 2016. The 2016 event achieved an increase of 31% in number of runners. A promotional grant from MCDC was awarded in 2016.	Projected revenue from the event is budgeted at \$41,000; budgeted expenses total \$12,700; marketing expenses total \$4,000	\$3,000 (2016) 3e McKinney Run for Cover	
Collin County Historical Society and Museum/WWI Centennial Commemoration (P&C 17-02)	Mary Carole Strother, Executive Director; 972.542.9457 ext. 100; director@collincountyhistoricalso ciety.org	Mission of the organization is to preserve and honor the past, connect with the present and embrace the future.	Requesting \$6,225 to promote the Texas and Collin County World War I Centennial Comemration	March 2 - November 11, 2017	Promotion of heritage tourism in McKinney utilizing print and digital advertising in newspapers and magazines. Examples are Ft. Hood Sentinel; Celebration Magazine, DayTripper. Radio advertising on KLAK. Promotion on social media including Facebook and Twitter. Promotion through Texas Heritage Trails Program with rack cards, posters and flyers.	Target is to attract 3,000 to the exhibit.	Revenue from the exhibit is budgeted at \$17,600. Total expense for the exhibit is budgeted at \$13,133.20. Additionally, \$9,490 is anticipated in donated services. Marketing expense is budgeted at \$6,225.	\$4,500 (2014) for Vietnam Syndrome Exhibit	
Heard Craig Center for the Arts/Art Meets Floral (P&C 17-03)	Martha Davis, Vice President of the Board; 972.5569.6909; admin@heardcraig.org; Karen Zupanic, Executive Director; 972.569.6909; executivedirector@heardcraig.org	The Heard-Craig provides no cost meeting facilities for 19 local groups. Its mission is three-fold - preservation, education and enlightenment. 2017 will mark the 46th year of providing facilities, events and programming to McKinney and surrounding areas.	Requesting \$3,000 to promote Art Meets Floral - an event that combines artwork from various with floral interpretations of the art.	April 25-28, 2017	Print advertising in Community Impact Newspaper and Texas Magazine; Radio spots on KLAK; printing and distribution of marketing materials (cards and posters).	Target number not provided; goal is to see attendance from McKinney residents and visitors to Heard-Craig/Art Meets Floral exhibit. Visitor zipcodes will be tracked. A floral promotion - with 10% off when floral card is redeemed through participating florist(s), with tracking is planned.	Event budget not provided; promtional expenses budgeted at \$6,000 with \$3,000 to be paid with MCDC promotional grant.	No previous promotional grants funding provided.	

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Heritage Guild of Collin County (P&C 17-04)	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 \$12,500 to support marketing and promotion of 2017 Farmers Market, Tour de Coop and annual Ice Cream Crank-off.	March - November, 2017	Farmers Market: local advertising and Edible Dallas; Tour de Coop: looking at regional options; Ice Cream Crank-off: advertising in regional travel pubs and local publications/outlets. Chestnut Square events promoted through McKinney's Hisotric Preservation calendar, rack cards, posters and on radio.	Target numbers not provided.	Farmers Market - revenue budgeted at \$55,000; expenses budgeted at \$15,000; promotional expenses budgeted at \$12,400. Tour de Coop - revenue budgeted at \$13,000; expenses budgeted at \$8,000; promotional expenses budgeted at \$7,000. Ice Cream Crank-off: revenue budgeted at \$12,000; expenses budgeted at \$10,525; promotional expenses budgeted at \$4,225.	\$6,500 (2016); \$11,000 (2015); \$9,000 (2015); \$12,500 (2014); \$15,000 (2013); \$15,000 (2012); \$11,750 (2011); \$12,000 (2010); \$5,000 (2009); \$1,400 (2009); \$12,500 (2008); \$1,750 (2006)	
Kiwanis Club of McKinney (P&C 17-05)	Dennis Williams dcustomwood@gmail.com 972.562.7219	Nonprofit organization dedicated to changing the world one child and one community at a time.	Requesting \$5,000 to promote the 2017 Historic McKinney Triathlon and Kids Triathlon	April 23, 2017	Digital marketing; print ads; marketing materials in running stores and health clubs, hospitals, sporting goods stores.	Target participation number is 400 for Triathlon; 150 in Children's triathlon. Total event attendance projected to be 1,000. Participation in 2016 totaled 175 adults and 200 youth. 35% of participants were from outside of Collin County.	Total revenue is budgeted at \$49,000; expenses are budgeted at a total of \$27,900. Budget for promotional expenses total \$2,750.	\$3,000 (2016); \$2,500 (2015); \$3,000 (2014); \$5,000 (2013); \$5,000 (2012); \$3,750 (2011); \$5,000 (2010); \$5,000 (2009); \$10,000 (2008); \$7,000 (2007)	

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McKinney Main Street (P&C 17-06)	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 \$15,000 to promote 2017 Arts in Bloom event	April 7-9, 2017	Promoted and paid Social Media; exploring television advertising; digital billboards; Frisco, Plano, Dallas magazines and publications; radio spots; direct mail piece targeted to specific zips meeting economic criteria; posters downtown and throughout community; postcards; press releases; email blasts, downtown marquees, web presence on downtownmckinney.com, mckinneyperformingartscenter.org, mckinneytexas.org, visitmckinney.com; Social media promotions on Facebook, Twitter, Instagram, Pinterest	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.	Revenue is budgeted at \$133,000; total cost is budgeted at \$118,200; promotional budget and signage budgeted at \$24,000	\$15,000 Oktoberfest (2017) \$12,000 Arts in Bloom (2016); \$15,000 Home for the Holidays (2015); \$14,000 Bike the Bricks (2015) \$15,000 Oktoberfest (2014); \$7,000 Arts in Bloom (2014); \$10,500 Bike the Bricks (2011); \$25,000 Bike the Bricks (2010); \$15,000 Dickens (2009); \$75,000 Oktoberfest (2008); \$37,500 RWB & Art & Jazz (2008); \$10,000 Chair Event (2006)	
DEAR Texas (Drop Everything and Read Texas)/McKinney Square Book Festival (P&C 17-07)	B. Alan Bourgeois, Director/Founder; 512.554.9560; info@deartexas.info; txauthors@live.com	DEAR Texas was created to help promote reading in the state of Texas for all ages. Through a partnership with Texas Authors, it will be possible to bring the newest and brightest authors Texas has to the McKinney Square Book Festival.	Requesting \$15,000	June 2-3, 2017	Radio advertising, local TV promotion; goodie bags to 1,000 people to promote the event; poster, press releases, ads, email blasts, internet advertising, social media	Attendance (no goal provided) headcount confirmed for each day; sales increases among two groups - participating authors; local shops on the square; vendor/sponsor and community feedback; documenting where visitors were from based on a drawing for free books.	No revenue projections provided. Total expenses budgeted at \$18,976.23. Promotional expense budgeted at \$2,500.	No previous promotional grants funding provided.	

Total requested: \$60,725