

**Overview of Promotional and Community Event Grant Applications
Cycle II FY16**

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Notes
3e McKinney/Par3e McKinney Golf PC16-11	Jim Smith, Event Director 972.896.9908; smith.jim1956@gmail.com Nancye Ashley, Administrative Assistant 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 \$2,200 to promote the inaugural Par3e McKinney Golf Tournament	September 12, 2016	Marketing; printed flyers/handouts	80 tournament players registered	No projected revenue from the event was provided; budgeted expenses total \$10,000; marketing expenses total \$2,200	\$3,000 (2016) 3e McKinney Run for Cover	
Holy Family School/Believe Run PC16-12	Sara Thomas, Coordinator; 972.345.8195; Sthomas@ibtx.com	Started in 1951, HFS provides a safe haven and educational environment for a diverse population of preschool-aged children from McKinney and surrounding areas. 100% of net proceeds will benefit Holy Family School's scholarships for students and families in need of financial assistance.	Requesting \$10,000 to promote the 2016 Believe Run	November 26, 2016	Paid digital social media; email outreach; media outreach to media in McKinney, Frisco, Plano, Coppell, Allen, Dallas and others; local community outreach to include yard signs; banners; flyers and miscellaneous marketing materials.	1,500+ runners/walkers from McKinney and across DFW area; new, first-time participants from across the DFW area. In 2015 weather impacted race registration with 803 registered/340 (42.2%) from outside of McKinney.	Estimated revenue is \$53,500; budgeted expense is \$32,350; advertising is budgeted as both revenue and expense in amount of \$10,000 (grant)	\$4,500 (2015); \$2,000 (Sponsorship in 2014 no grant application) \$7,500 (2013); \$5,000 (2012)	
Empty Bowls Event/St. Peter's Episcopal PC16-13	Jamie St. Clair; 972.562.1166; jstclair@stpetersmckinney.com	St. Peter's created Empty Bowls McKinney in 2012 to raise money to combat hunger. 100% of net proceeds support Community Lifeline Center's hunger initiatives.	Requesting \$7,500 to promote the 2017 Empty Bowls event.	April 27, 2017	Billboard; print ads in Stonebridge Ranch HOA, Twin Creeks, HOA, Allen Image and others; post cards; signs; social media; email campaign	Attendance goal is 1,000 at event that will be held at MPAC; 25% from non-residents; McKinney artists are promoted - the number has grown from 2 to 40 since 2012; participating restaurants are promoted; participation in online silent auction by non-McKinney residents more than 25%; in 5 years, gross revenue has grown from \$4,500 to \$45,000 in 2016.	Projected revenue is \$50,850; expenses are budgeted at \$20,800; advertising costs budgeted at \$8,000; signs budgeted at \$2,000. Plans are in place to seek an additional \$15,000 in sponsorship.	\$7,000 (2016); \$4,570 (2015)	
Especially Needed PC16-14	Heather Astuto, Founder & President; 214.499.3439; heather@especiallyneeded.org	Especially Needed's mission is to build a strong community where individuals with special needs are valued, respected and included.	Requesting \$9,000 to promote the 2016 Especially Needed Fall Carnival	October 29, 2016	Distribution of flyers through area ISDs; email blasts; radio ads potentially	Total # of attendees; # of attendees from cities outside of McKinney as well as McKinney residents.	Projected revenue was not included; projected expense is \$13,000.	\$8,500 (2013); \$10,000 (2014)	

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McKinney Main Street PC16-15	Amy Rosenthal; 972.547.2652; arosenal@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 2016 Oktoberfest event	September 23-25, 2016	Pandora digital radio advertising; digital billboards; Frisco/Plano monthly mailed publications; The Ticket 1310 AM; Food & Lifestyle blogs - social media; posters in downtown and throughout community; postcards; media outreach; 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.	Revenue is budgeted at \$750,000; total cost is budgeted at \$640,000; promotional budget and signage budgeted at \$35,000	\$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)	
McKinney Artists Studio Tour PC16-16	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 hopes to expand to 20 studios, representing 30-50 artists, with projected attendance of 1,000.	Requesting \$5,000 to promote the 2016 MAST event.	November 12-13, 2016	Billboards; print ads in Allen, Celina Frisco, Prosper; radio ads on WRR; postcards and posters	Attendance of 1,000; collection and analysis of guest zip code information facilitated by MAST docents.	Revenue is projected at \$11,000; projected expense is \$11,000 with the total for advertising at \$6,500.	No previous funding for this event	

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North Collin County Habitat for Humanity PC16-17	Elizabeth Johnston, Grant Writer & Marketing Coordinator; 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 \$4,500 to promote 2016 Monster Mash Birthday Bash event	October 29, 2016	Direct mail; door hangers; billboards; posters; in-store signage; Restore weekly e-news; Habitat e-newsletter; media outreach in McKinney, Frisco, Celina, Prosper, Melissa and regional outlets; listing in online community event pages; promotion at Chamber of Commerce meetings	Multi-point analysis that includes: number of attendees; zip code analysis of purchases made; comparison to average Saturday purchases and customers; total sales for the event date compared to sales for last year's event. Customers will be surveyed to find out how they heard about event and where they are from. Post-event donations will also be analyzed.	No revenue projection was included; Expenses are budgeted at \$8,800; Advertising expenses are budgeted at \$5,935; Matching funds available total \$3,250	\$4,000 (2015); \$1,000 (2015); \$1,000 (2014); \$6,050 (2010)	
McKinney Rotary Club Foundation PC16-18	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.	Requesting \$6,000 to promote the 2016 Rotary Parade of Lights	December 10, 2016	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 (more than 68 in 2014); increased participants (1,200 in 2014); the number of float entries increased for 2015, but the event was cancelled due to weather.	Revenue budgeted is \$25,000; Expenses are budgeted at \$13,000; advertising and marketing budgeted at \$7,000	\$5,500 Parade of Lights (2015); \$3,500 Parade of Lights (2014); \$3,500 Parade of Lights (2013); \$3,500 Parade of Lights (2012); \$3,500 Parade of Lights (2011); \$3,500 Parade of Lights (2010); \$1,500 Parade of Lights (2009); \$8,500 Election Night on the Square (2008); \$4,150 Dallas Brass Concert (2006)	

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\$ 4,300.00