

Promotional and Community Event Grants -- FY 2020 Cycle II and FY 2021 Cycle I

Organization	Event	Event Date(s)	MCDC Social Media Promotion	City Social Media Promotion	Advertising Promotion	Other Promotion	At Event Promotion	Board/Staff Attendance
Kiwanis Club of McKinney	Triathlon	April 25, 2021	4/13, 4/17, 4/21			MCDC Website		
McKinney Philharmonic Orchestra	FY20 II: Concert Series	II: 2020-2021 Concert Series	All Star Christmas -- 12/11 Chamber Music -- 1/21, 1/30, 2/2, 2/5 Tango -- 3/21 Side by Side -- 4/7 Broadway -- 4/21, 5/11, 5/26, 6/2		CI - Jan 2021 CI - March 2021	MCDC Website City Calendar		
Heritage Guild	FY20 Cycle II and FY21 Cycle I: Farmers Market Chestnut Square	I & II: Throughout Spring/Summer/Fall	5/1, 5/2, 5/5, 5/12, 5/15, 5/19, 5/20, 5/27, 5/28, 6/5, 6/10, 6/12, 6/13, 6/16, 6/24, 6/27, 7/17, 8/7, 8/14, 8/15, 9/19, 9/24, 10/15, 10/17, 10/20, 10/22, 10/23, 10/26, 10/29, 10/30, 10/31, 11/7, 11/13, 11/25, 11/28, 12/11, 12/18, 1/15, 2/3, 2/5, 2/6, 2/24, 3/5, 3/6, 4/2, 4/24, 5/28, 6/4, 6/5, 6/25, 7/1, 7/13		CI - Jan 2021 CI - March 2021	MCDC Website City Calendar		J.Brewer R.Glew C.Schneible L.Jones
Heritage Guild	FY21 Cycle I: Murder Mystery	Feb. 13, 2021	3/24, 3/13			MCDC Website City Calendar		
Heritage Guild	FY21 Cycle I: Educational Programs	March 8-12, 2021	2/10, 2/25, 3/1, 4/7			MCDC Website City Calendar		
Heritage Guild	FY21 Cycle I: Ice Cream Crank Off	July 4, 2021	6/22, 6/30, 7/5, 7/14, 7/17, 7/18			MCDC Website		
Heritage Guild	FY21 Cycle I: Farm to Table Dinner	May 20, 2021	3/26, 5/1, 5/11, 5/19			MCDC Website		C.Schneible J.Brewer D.Kelly

SBG Hospitality	FY21 Cycle I: Sip & Stroll Series	St. Pat's - March 13 Craft Beer - June 19 Margarita Stroll - July 10 Taste of Summer - Aug 7 Halloween Walk & Monster Dash - Oct 30	St. Pat's -- 2/9, 2/15, 2/21, 3/6, 3/7, 3/9, 3/11 Craft Beer -- 6/3, 6/8, 6/17, 6/18 Margarita -- 6/12, 6/30, 7/7, 7/10			MCDC Website City Calendar FB Event		C.Schneible A.Richardson-Woods M.Barnes-Tilley
Collin County History Museum	Then & Now	Feb 2019 - Dec 2021	1/15, 2/12, 2/18			MCDC Website		L.Jones
McKinney Garden Club	FY21 Cycle I: Art Meets Floral	September 25-26	3/31			MCDC Website		
Main Street	General Downtown	Ongoing	Downtown - 5/1, 5/6, 6/3, 6/19, 6/20, 6/21, 6/23, 6/24, 6/25, 6/29, 7/4, 7/7, 7/10, 7/14, 7/17, 7/20, 7/24, 7/29, 7/31, 8/5, 8/6, 8/18, 9/19, 9/23, 10/19, 10/22, 10/24, 11/7, 11/15, 11/19, 11/24, 11/25, 11/26, 11/28, 11/30, 12/2, 12/5, 12/7, 12/9, 12/10, 12/11, 12/17, 12/22, 1/10, 1/22, 2/3, 2/24, 3/9, 3/15, 3/18, 3/19, 3/20, 3/29, 4/2, 4/8, 4/10, 4/15, 4/20, 4/26, 4/27, 4/30,		CI - March 2021			

Main Street	FY 21 Cycle I: Arts in Bloom	April 9-11, 2021	3/24, 3/25, 4/2, 4/9			MCDC Website City Website FB event		
Ovation Academy of Performing Arts	FY20 Cycle II and FY21 Cycle I: Performances	Fall/Winter 2020 Spring/Summer 2021	Into the Woods - 10/14, 10/23, 10/30 Carrie: 1/18, 1/22 Descendants: 3/18, 3/24, 3/27 Broadway: 4/12, 4/15 Romeo & Juliet: 4/27 Little Women: 4/20, 4/25, 4/29		CI - Jan 2021 (Frozen & Carrie)	MCDC Website City Calendar		
St. Peter's Episcopal Church	2021 Empty Bowls	April 29	3/1, 3/15, 3/25, 3/28, 4/1, 4/8, 4/12, 4/19, 4/22, 4/26, 4/29, 5/17, 5/18		CI - March 2021	MCDC Website City Calendar		A.Richardson-Woods D.Kelly D.Bradford R.Glew J.Brewer K.McGill C.Schneible
McKinney Community Band	FY20 Cycle II: 3 performances		9/22, 10/2, 10/14, 10/21, 10/24, 10/25, 12/14, 12/24			MCDC Website		
Byron Nelson	Byron Nelson	May 21	10/26, 3/10, 4/3, 4/10, 4/26, 4/29, 4/5/6, 5/13, 5/14, 5/15, 5/16, 5/20			MCDC Website City Calendar		K.McGill J.Brewer M.Barnes-Tilley D.Kelly R.Glew D.Bradford L.Jones A.Richardson-Woods C.Schneible

Parks Dept	Year Round Events & Parks News	Year Round	10/12, 10/12, 10/17, 10/20, 11/5, 11/7, 11/9, 11/10, 12/4, 12/6, 12/9, 132/10, 12/22, 12/24, 2/2, 2/4, 3/11, 3/15, 3/18, 3/19, 3/20, 3/29, 3/30, 4/8, 4/17, 4/24, 4/28, 5/17, 5/19, 5/27, 5/29, 5/31, 6/18, 6/29, 6/30, 7/2, 7/6, 7/9					
Juneteenth		19-Jun	6/9, 6/12, 6/14, 6/17, 6/18, 6/19			MCDC website City calendar		A.Woods D.Bradford R.Glew C.Schneible L.Jones