

## Promotional and Community Event Grants -- FY 2020 Cycles I and II

| Organization               | Event   | Event Date(s)  | MCDC Social Media Promotion   | City Social Media Promotion | Advertising Promotion | Other Promotion                           | At Event Promotion | Board/Staff Attendance                       |
|----------------------------|---|--|---|-----------------------------|-----------------------|---|--------------------|--|
| Odysseus Chamber Orchestra | I & II: Concert Series  | I: Spring 2020<br>II: 2020-2021 Concert Series                           | General 6/26, 10/23<br>Happy Prince -1/31, 2/21<br>Bossa Nova - 3/30<br>All Star Christmas -- 12/11   |                             |                       | MCDC Website<br>City Calendar             |                    | J.Brewer                                     |
| Heritage Guild             | I & II: Farmers Market Chestnut Square                                  | I & II:Throughout Spring/Summer/Fall                                     | 1/3, 1/18, 2/6, 2/15, 2/29, 3/4, 3/6, 3/14, 3/15, 3/21, 3/26, 3/31, 4/1, 4/2, 4/7, 4/9, 4/14, 4/18, 4/21, 4/23, 4/24, 4/28, 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 |                             |                       | MCDC Website<br>City Calendar             |                    | J.Brewer<br>R.Glew<br>C.Schneible<br>L.Jones |
| Heritage Guild             | II: Ghost Walk  | 30-Oct   | 10/15, 10/25, 10/28, 10/30  |                             |                       | MCDC Website<br>City Calendar             |                    |  |
| Heritage Guild             | II: Tour of Homes   | December 5& 6  | 10/27, 11/3, 11/6, 11/16, 11/21, 11/27, 12/5  |                             |                       | MCDC Website<br>City Calendar             |                    | L.Jones                                      |
| Heritage Guild             | II: Murder Mystery  | August 15, 2020  | 7/18, 8/11, 8/14, 8/15  |                             |                       | MCDC Website                              |                    | L.Jones                                      |
| SBG Hospitality            | I: St. Patrick's Day Shamrock Run and Festival<br>II: Wine & Music Fest | St. Pat's 3/14/2020<br>Wine & Music 10/17-18<br>Oktober Bier Walk 10/3-4 | 3/12, 3/13<br>Wine & Music: 8/31, 9/23, 9/27, 10/7, 10/11, 10/16<br>Bier Walk: 9/4, 9/10, 9/15, 9/21, 9/25,   |                             |                       | MCDC Website<br>City Calendar<br>FB Event |                    | A.Woods<br>M.Barnes-Tilley<br>D.Kelly        |

|                                    |  |  |  |                           |  |  |  |   |
|------------------------------------|--|--|--|---------------------------|--|--|--|---|
| Collin County History Museum       | I: Then & Now  | Feb 2019 - Dec 2021                                    | 2019<br>2/27, 6/18, 7/25, 9/12, 11/16<br>2020<br>2/14, 2/21, 2/28, 3/2, 3/17, 5/9, 8/21  |                           |  | MCDC Website<br>City Calendar  |  | <b>L.Jones</b><br><b>D.Kelly</b>  |
| TUPPS                              | I: Music Festival                                    | May 15-16<br><del>September 4-5</del><br>May 4-5, 2021 | 2/13, 8/21   |                           |  | MCDC Website   |  |   |
| Main Street                        | I: Downtown/MPAC Events<br>II: Home for the Holidays | I: Spring/Summer<br>II: Nov - Dec                      | 3/12, 3/16, 3/17, 3/16, 3/27, 3/31, 4/1, 4/2, 4/20, 4/24, 4/28, 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<br>Chocolate Walk - 2/8<br>Black History at MPAC - 2/3<br>Krewe - 2/14, 2/17, 2/19, 2/21, 2/23<br>Cahill - 3/2<br>Juried Art -- 4/7<br>Drive-in concerts -- 8/3, 8/5, 8/12<br>Parktoberfest -- 8/21, 9/4<br>A McK Christmas -- 12/5, 12/8, 12/9, 12/16 | Parktoberfest - 8/26, 9/4 |  | MCDC Website<br>FB Events - Krewe, Juried Art, Arts in Bloom., Parktoberfest |  | <b>R.Glew</b><br><b>L.Jones</b><br><b>C.Schneible</b><br><b>A.Woods</b> |
| I: McKinney Lacrosse Club          | Turlaxin' Tournament                                 | October/ November                                      | 9/25, 10/1, 10/21, 10/23, 10/30  |                           |  | MCDC Website<br>City Calendar  |  | <b>R.Glew</b><br><b>L.Jones</b>   |
| Ovation Academy of Performing Arts | I: Spring Productions<br>II: 2020-21 Season (9)      | I: Spring 2020<br>II: 2020-21 Season                   | Annie - 2/25, 2/27<br>Midsummer's Dream - 5/14<br>Into the Woods - 10/14, 10/23, 10/30   |                           |  | MCDC Website<br>City Calendar  |  |   |

|                         |                      |                                       |   |  |  |                               |  |  |
|-------------------------|----------------------|---------------------------------------|---|--|--|-------------------------------|--|--|
| Kiwanis                 | Triathlon            | April 18<br>Sept 30                   | 9/3, 9/9, 9/15, 9/18  |  |  | MCDC Website<br>City Calendar |  |  |
| McKinney Community Band | 3 performances       |                                       | 9/22, 10/2, 10/14, 10/21, 10/24, 10/25, 12/14, 12/24  |  |  | MCDC Website                  |  |  |
| MISD Athletics          | NCAA D2 Championship | CANCELED<br>(Possibly in Spring 2021) | 10/22 (thru 2025)   |  |  |                               |  |  |
| McKinney Rotary Club    | Parade of Lights     | CANCELED                              | CANCELED  |  |  | MCDC Website<br>City Calendar |  |  |
| Byron Nelson            | Byron Nelson         | May 21                                | 26-Oct  |  |  | MCDC Website<br>City Calendar |  |  |
| Parks Dept              | Events               | Spring/Summer                         | 1/3, 1/7, 2/21, 2/25, 2/29, 3/4, 3/5, 3/11, 3/18, 4/2, 4/27, 5/4, 5/30, 6/6, 6/11, 6/17, 6/18, 6/19, 6/21, 6/22, 6/26, 7/2, 7/9, 7/11, 7/14, 7/17, 7/18, 7/23, 8/4, 8/19, 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 |  |  |                               |  |  |

| COVID-19 Recovery Efforts & #SupportLocal |   | DATES  | BOARD/STAFF PARTICIPATION  |
|---|---|--|--|
| COVID-19 Recovery Efforts                 | #SupportLocal<br>General Updates<br>One Heart McKinney<br>Grant Programs<br>#McKinneyStrong | 3/13, 3/21, 3/18, 3/19, 3/20, 3/21, 3/23, 3/24, 3/25, 3/26, 3/27, 3/30, 4/1, 4/2, 4/3, 4/4, 4/5, 4/6, 4/7, 4/10, 4/13, 4/15, 4/16, 4/20, 4/24, 4/28, 4/29, 4/30, 5/1, 5/2, 5/3, 5/4, 5/5, 5/6, 5/10, 5/11, 5/14, 5/29, 6/4, 6/5, 6/8, 6/10, 6/11, 6/14, 6/15, 6/16, 6/17, 6/18, 6/20, 7/3, 7/4, 7/8, 7/16, 7/20, 7/29, 8/4, 8/11, 8/13, 8/18, 9/3, 9/4, 9/5, 9/7, 9/8, 9/24, 9/25, 10/2, 10/29, 11/9, 11/13, 11/25, 11/28, 11/30, 12/8, 12/11, 12/14, 12/16, 12/17 | J.Brewer<br>A.Richardson-Woods<br>D.Bradford<br>C.Schneible<br>L.Jones |