

**Overview of Promotional and Community Event Grant Applications  
Cycle I FY 20**

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Subcommittee Recommendations
<b>PC20-01 McKinney Philharmonic Orchestra (Odysseus Youth Orchestra)</b>	Jason Lim 940.594.8790 odysseuschamberorchestra@gmail.com	The orchestra is dedicated to deepening , strengthening and broadening its relationship with the communities it serves through music. The youth orchestra provides students, parents and audiences with three concerts per season and the professional orchestra has five to six concerts per season.	Request for <b>\$7,500</b> to support advertising and promotion of the 2020 Spring concert series and a promotional video.	Dates for Spring 2020 youth orchestra series are February 23, April 4 and May 2.	Facebook ads, whofish.org ads, radio ads, season brochures and a promotional video.	Attendance goal is 100 tickets per concert.	Income for youth orchestra is projected at \$47,198.61 with expenses at \$50,726. Funding also requested from McKinney Arts Commission.	<b>None</b>	\$ 4,000.00
<b>PC20-02 Heritage Guild of Collin County</b>	Jaymie Pedigo, Executive Director 972.562.8790 director@chestnutsquare.org	The mission is to celebrate community, preserve history and inspire the future. 501 (C)(3) organization oversees Chestnut Square Historic Village, which is comprised of five historic homes, replica of a one-room schoolhouse, chapel, store, reception house and Visitors Center.	Request is for <b>\$10,000</b> to support marketing and promotion of 2020 Farmers Market, Ice Cream Crank-off and Farm-to-Table Dinner.	February - August 2020	Funds support advertising including but not limited to: McKinney Community Impact, Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Billboard on Central at Eldorado, Creekside Living (N2 Publishing), social media ads and print materials for events.	Not defined. Exit survey will be deployed for each event to assess advertising effectiveness.	Farmers Market - revenue budgeted at \$55,000; expenses budgeted at \$12,000. Ice Cream Crank-off - revenue budgeted at \$8,500; expenses budgeted at \$5,000. Total advertising and promotion for these events is \$15,000.	<b>\$12,500</b> (2019) <b>\$7,500</b> (2019) <b>\$15,000</b> (2018) <b>\$12,000</b> (2018) <b>\$10,000</b> (2017) <b>\$12,500</b> (2017) <b>\$6,500</b> (2016) <b>\$11,000</b> (2015) <b>\$9,000</b> (2015) <b>\$12,500</b> (2014) <b>\$15,000</b> (2013) <b>\$15,000</b> (2012) <b>\$11,750</b> (2011) <b>\$12,000</b> (2010) <b>\$5,000</b> (2009) <b>\$1,400</b> (2009) <b>\$12,500</b> (2008) <b>\$1,750</b> (2006)	\$ 7,000.00
<b>PC20-03 SBG Hospitality</b>	Lauren Stephan Founder and Director 318.527.9221 Hello@SBGHospitality.com	SBG Hospitality is an event production and marketing company. Current McKinney festivals include: McKinney Wine & Music Festival; McKinney Beer & Bites; Run for the Roses; McKinney St. Patrick's Day Festival & Shamrock Run; McKinney Fall Festival and Monster Dash	Requesting <b>\$15,000</b> for advertising, marketing and promotion of the McKinney St. Patrick's Day Festival & Shamrock Run	March 14, 2020	Social media; video promotion; event website; magazine ads; mass email blasts; Community Impact; Be McKinney; local bloggers; local radio; media outreach	Attendance goal of 6,000 with 1200 runners. Metrics include social media followers of 500,000; views through Eventbrite; feedback from attendees, participating businesses, sponsors, vendors, restaurants; surveys sent to attendees and partners; data collection via Eventbrite, surveys and color coded wristbands.	Gross Revenue budgeted at \$75,000; expenses - \$54,000; 10% of 5K tickets donated to Warrior's Keep and 10% of beer pass sales donated to Hugs Café. Total promotional expense budget for this event is \$20,000.	<b>\$15,000</b> (2019) Wine & Music Fest <b>\$15,000</b> (2019) St. Patrick's Festival <b>\$13,350</b> (2018) Wine & Music Fest	\$ 8,500.00
<b>PC20-04 Empty Bowls Event/St. Peter's Episcopal</b>	Jamie St. Clair 972.562.1166 jstclair@stpetersmckinney.com	St. Peter's created Empty Bowls McKinney in 2012 to raise money to combat hunger. In 2019 a contribution of \$43,720 to Community Lifeline Center's hunger initiatives is projected.	Requesting <b>\$7,500</b> to promote the 2019 Empty Bowls event.	April 30, 2020	Advertising planned includes magazines and newsletters; banners, posters, cards; yard signs; Facebook ads and posts; radio; billboard.	Attendance goal is 1,000+ from McKinney and surrounding DFW area. Participants include more than 100 artists. Tickets are \$25 prior to April 17 and \$35 after, with a limited number of Collector's Club tickets for \$75.	Projected revenue is \$78,750; expenses are budgeted at \$34,080; advertising costs budgeted at \$9,000; signs budgeted at \$4,000. They are seeking an additional \$32,500 in sponsorship for this event.	<b>\$7,500</b> (2019) <b>\$7,500</b> (2018) <b>\$7,500</b> (2017) <b>\$7,000</b> (2016) <b>\$4,570</b> (2015)	\$ 5,000.00

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<b>PC20-05 Collin County History Museum</b>	Mary Carole Strother, Executive Director 972.542.9457 ext. 100; director@collincountyhistoricalsociety.org	Mission of the organization is to preserve and honor the past, connect with the present and embrace the future.	Requesting <b>\$9,275</b> to promote the <i>McKinney Then and Now</i> exhibit in 2020	Exhibit opened February 2019 and continues through December 2021.	Promotion of the exhibit includes: ads in Celebration Magazine; Live, Laugh, Love event; Historic Downtown McKinney Sketched; McKinney Historical Calendar; sidewalk board; color panel ad inserts for monthly special events; brochure reprint; rack cards reprint; redesign, formatting and layout of flyers and ads and web design.	Attendance goal is 8,000 to the exhibit. Data collection through Google forms and Google analytics.	Revenue (membership, sales and donations) from the exhibit is budgeted at \$15,144. Total expense for the exhibit is budgeted at \$19,908. Marketing expense is budgeted at \$12,050.	<b>\$11,625</b> (2019) <b>\$8,532</b> (2018) WWI Centennial Commemoration <b>\$6,225</b> (2017) for WWI Centennial Commemoration <b>\$4,500</b> (2014) for Vietnam Syndrome Exhibit	\$ 6,000.00
<b>PC20-06 Tupps Brewery Music Festival</b>	Keith Lewis, President 214.704.5039	TUPPS Brewery is a production brewery that produces and serves beer and strives for strong connections in the community through various events and partnerships with philanthropic organizations.	Request is for \$15,000 for the first annual McKinney Music Festival which will benefit LifePath Systems of Collin County.	March 21, 2020	Promotion for the event includes: social media ads and posts which feature musician bios and videos; radio ads; banners and posters; and t-shirts.	Attendance goal is 2000 to 5000. Admission will be \$35 per adult.	Total projected revenue is \$76,000; Total projected expenses are \$41,090. Promotional budget is \$15,000.	<b>None</b>	\$ 9,500.00
<b>PC20-07 Game Day Foods Star-Spangled Salsa Fest - Community Garden Kitchen</b>	Angela Poen, President 972.345.2171 angelapoen@sbcglobal.net  Michele Bernard, Game Day Foods 214.726.2203 michele@bernardsgourmetfoods.com	The goal of the Community Garden Kitchen is to build a permanent kitchen and dining facility to serve meals to anyone experiencing hunger.	Requesting <b>\$6,700</b> for promotion and advertising of the 2019 Star-Spangled Salsa Fest	July 4, 2020	Print media; radio, social media, yard signs, flyers and posters	Attendance is expected to be 2000+. Admissions will be \$10 for adults and free for children 12 and under.	Revenue is budgeted at \$47,000; total cost is budgeted at \$20,212. Promotional budget is \$7,850.	<b>\$6,700</b> (2019) <b>\$5,268</b> (2018)	\$ 4,500.00
<b>PC20-08 McKinney Main Street</b>	Amy Rosenthal 972.547.2652 arosenthal@mcKinneytexas.org	The Historic Downtown McKinney Cultural District is a unique destination where historic treasures, cultural attractions, independently-owned businesses and a concentration of artistic activities inspire community pride and contribute to an authentic experience for residents and visitors.	Requesting <b>\$15,000</b> to promote McKinney Historic Downtown Cultural District events	Events for February through June 2020, including Wine & Chocolate, Second Saturdays, Black History Month, Krewe of Barkus, Juried Art Show, Arts in Bloom, Monarch of McKinney, and Juneteenth at Finch Park.	Friday Guide - Dallas Morning News; KERA/KXT/Art & Seek; billboard for 3 months; movie theater pre-show ad, local profile; social media.	Total anticipated attendance for Spring events is 52,000+. Metrics will include overall foot traffic; attendance, store-specific sales increases, vendor and community feedback, activity impact on downtown business owners	P&L for Main Street in 2019 shows revenue of \$1,675,114; expenses of \$1,641,982.	<b>\$15,000</b> (2019) Home for the Holidays <b>\$15,000</b> (2019) Cultural District Events <b>\$15,000</b> (2018) Arts in Bloom; <b>\$15,000</b> (2018) Home for the Holiday <b>\$15,000</b> (2017) Oktoberfest <b>\$15,000</b> (2017) Arts in Bloom <b>\$12,000</b> (2016) Arts in Bloom <b>\$15,000</b> (2015) Home for the Holidays <b>\$14,000</b> Bike the Bricks (2015) <b>\$15,000</b> Oktoberfest (2014) <b>\$7,000</b> Arts in Bloom (2014) <b>\$10,500</b> Bike the Bricks (2011) <b>\$25,000</b> Bike the Bricks (2010) <b>\$15,000</b> Dickens ; Oktoberfest (2008) <b>\$37,500</b> RWB & Art & Jazz (2008); <b>\$10,000</b> Chair Event (2006)	\$ 12,000.00

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<b>PC20-09 McKinney Lacrosse Club</b>	Owen Lancaster, President 469.222.3299 president@mckinneylacrosse.com	McKinney Lacrosse Club is an all-volunteer, non-profit that develops lacrosse skills and talent of participating players, by providing a positive and enriching lacrosse experience for all players with an opportunity to grow and compete. Goal is to provide a safe, competitive environment for student athletes and families.	Request is for <b>\$9,150</b> for promotion and advertising for the 2020 Turlaxin' Tournament.	Three weekends in October/November 2020	Advertising and promotions will include: ads in US Club Lacrosse; print and online ads in US Lacrosse Magazine; direct mail; City of McKinney and Event promotional video; table at Aggieland event; paid online word search; regional event signage; ads in Community Impact.	Success will be measured by new team and club registrations.	Total projected revenue is \$70,000. Total projected expense is \$35,000. Total marketing and promotion budget is \$9,150.	<b>\$6,000</b> (2019) <b>\$1,500</b> THSSL Tournament sponsorship (2018)	
									\$ 6,000.00
<b>PC20-10 ManeGait Therapeutic Horsemanship 2020 Country Fair</b>	Patricia Nelson Executive Director 459.422.65374 tnelson@manegait.org	Founded in 2007, ManeGait provides a way for children and adults with disabilities to move beyond their boundaries through the healing power of the horse and the dedication of a professional and caring community.	Requesting <b>\$7,000</b> to promote 2020 Country Fair	April 25, 2020	Promotion of ManeGait Country Fair includes: KLAK radio ads; online promos including Art of Living Beautifully Magazine, local event calendars and websites; e-blasts and social media; ads in Community Impact and Star Local papers; flyers/signs in local businesses; billboard ads; yard signs.	Attendance of 1,800 at event from McKinney and surrounding areas and 150 volunteers; media mentions and advertisements; social media posts/reach; participation by community organizations	Revenue estimated at \$90,000; expenses are budgeted at \$29,000; promotional budget is \$7,000.	<b>\$8,000</b> (2019) Country Fair <b>\$5,000</b> (2018) Country Fair <b>\$4,000</b> (2016) Gaitapalooza	
									\$ 4,400.00
<b>PC20-11 McKinney Garden Club</b>	Susan Shuttleworth 972.342.1413 shuttleworth.susan@gmail.com	McKinney Garden Club's mission is to preserve, protect, educate, beautify and serve as McKinney's civic leaders for a more beautiful and sustainable McKinney for the future.	Request is for <b>\$11,280</b> for advertising and promotion of the 2020 Garden & Home Tour, which is a biennial event.	May 30, 2020	Marketing and promotions include: ads in Community Impact, Dall METRO, Art of Living Beautifully; radio ads on Dirt Doctor and daily commentaries. Pre-tour promotional event; KLAK radio; and social media.	Attendance goal is 950+. Tickets are \$25 per person.	Total projected revenue is \$40,430. Total projected expense is \$17,807. Total marketing and promotional expense is \$11,280.	\$3,000 (2018)	
									\$ 4,100.00
<b>PC20-12 Ovation Academy of Performing Arts</b>	Angi Burns, Executive Director 972.948.5859 aburns@ovationapa.org	Ovation Academy is a school for performing arts providing onsite training in dance, acting, musical theatre and theatrical production and design.	Request is for <b>\$7,500</b> for advertising and promotion of five shows in Spring 2020.	Feb 28-March 3 Annie April 3-5 Into the Woods May 15-17, 2020 A Midsummer Night's Dream June 18-20 A Chorus Line TBD The Crucible	Marketing and promotions will include: social media posts and ads; posters and banners; radio and television in DFW, Texoma, Austin, Houston and San Antonio markets.		Total revenue projection for these productions is \$40,000. Total expense projection is \$7500.	<b>None</b>	
									\$ 4,000.00

\$ 75,000.00