

Promotional and Community Event Grants -- FY 2021 Cycle 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
Heritage Guild	FY 21 Cycle I and II: Farmers Market Chestnut Square	I & II:Throughout Spring/Summer/Fall	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, 7/23, 8/28, 9/10, 9/18, 9/24		CI - Jan 2021 CI - March 2021	MCDC Website City Calendar		J.Brewer R.Glew C.Schneible L.Jones
Heritage Guild	Ice Cream Crankoff	18-Jul-21	7/14, 7/17, 7/18					
Heritage Guild	FY21 Cycle I & II: Murder Mystery	Feb. 13, 2021	3/24, 3/13			MCDC Website City Calendar		
Heritage Guild	FY21 Cycle I & II: Educational Programs	ongoing	2/10, 2/25, 3/1, 4/7			MCDC Website City Calendar		
Heritage Guild	FY21 Cycle II: Ghostly Hauntings	18-Sep	9/12, 9/15, 9/17					
Heritage Guild	FY21 Cycle II: Holiday Tour of Homes	Dec 4-5, 2021						
Heritage Guild	FY Cycle II: Ghost Walk	Oct 29-30						
SBG Hospitality	FY21 Cycle I: Sip & Stroll Series	St. Pat's - March 13 Craft Beer - June 19 Margarita Stroll - July 10 Sips 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 Sips of Summer -- 7/20, 7/25, 8/2 Halloween Walk & Dash --			MCDC Website City Calendar FB Event		C.Schneible A.Richardson-Woods M.Barnes-Tilley

SBG Hospitality	FY 21 Cycle II: Wine & Music Festival	Oct 16-17, 2021						
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 -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, 5/10, 5/20, 5/27, 6/4, 6/29, 6/30, 7/2, 7/17, 7/18, 9/9, /10, 9/11		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		
Crape Myrtle Trails Foundation	Crape Myrtle Festival & Run	25-Sep-21						

Main Street	FY 21 Cycle II: Light Up Louisiana	Fall & Winter 2021	8/23, 9/8, 9/9, 9/10					
Main Street	FY 21 Cycle II: Oktoberfest	Sept 24-26, 2021	8/30					
Main Street	FY 21 Cycle II: Home for the Holidays	Nov 26-28, 2021						
MISD Athletics	FY 21 Cycle II: NCAA D2 Championship Football Game	Dec 18 -- Game Dec 17 --Fan Fest Dec 16-18 -- Tacos Dec 17 -- Shopping/Lunch						
Rotary Foundation	FY 21 Cycle II: Parade of Lights	Dec 11, 2021 (backup: Dec 18)						
Legacy Keepers	FY 21 Cycle II: Dia de los Muertos	16-Oct-21	7/24					
McKinney Philharmonic Orchestra	FY 21 Cycle II	Sept 5 - Music in Motion Dec 3 - All Star Christmas Feb 5 - Chamber Mar 5 - Rimsky Kosakov Apr 2 - John Williams May 15 - Side by Side						

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
Parks Dept	Year Round Events & Parks News	Year Round	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, 7/16, 7/18, 7/21, 7/24, 9/9					
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