



## MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

### 2016 Project Grant

### Final Report

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**Organization:** Habitat for Humanity – North Collin County

**Funding Amount:** \$4,000

**Community Event:** Habitat ReStore Birthday Bash

**Start Date:** October 29, 2016

**Completion Date:** October 29, 2016

**Location:** The ReStore  
2060 Couch Drive  
McKinney TX 75069



### Narrative Report

This year's event was our 6<sup>th</sup> Annual and proved to be the best yet! The ReStore Monster Mash Birthday Bash was a free community event, open to the public, celebrating 6 years of operations for our ReStore. The event was held at our store from 10 am to 2 pm. A record attendance of 774 was received surpassing our goals of 750 with attendees enjoying the entertainment, food and activities.



Our entertainment for the day, included a professional face painter, balloon artist, special photo booth with picture postcard for participants, a haunted cave, music by **Air1 101.7FM**, **Home Depot** Kids Workshop, and game stations hosted by the Sunflower chapter of the **National Charity League**. We held a costume contest sponsored by **Junior League of Collin County** with prizes for children, youth, and pets. Free food for 400 was provided for all by **Texas Bank**.

We recorded 774 attendees between the hours of 10:00 am and 2:00 pm, most of which had a member of their party dressed in costume. Of the recorded visitors 47% indicated they had heard about the event through a printed ad. The next highest section of participants indicated they had heard of the event through word of mouth, which is typical for our customers. Our ReStore emails, which go out to 5,600 email addresses



weekly and have an average of 22% open rate was also significant, along with in store advertising. Only a small percentage of those surveyed indicated they heard about the event through a billboard. Given these results, there is greater return from printed inserts which will most likely drive our advertising efforts for next year.

Overall, there was a crowd for our activities throughout the event, a full parking lot, a steady stream of shoppers entering the store, and a

positive opportunity to engage customers about the ReStore and Habitat programs. A breakdown of customers by zip code can be found in the metrics section.

### Goals & Objectives

Our stated goals for this event and every ReStore event were:

### Event Goals

Increase visibility	Advertising efforts and word of mouth of our customers increased awareness of the ReStore.
Gain customers from outside of McKinney	Additional customers from targeted areas made up a higher percentage of customers than others.
Increase number of salable items donated	The ReStore continues to have a strong number of donations received daily and are currently 2 weeks behind on requests for pick-ups.
Attract Habitat volunteers	Our staff & Board actively promote opportunities to volunteer at both Habitat and the ReStore. Our signs and leaflets distributed at events such as the Birthday Bash help tell the story.
Showcase our store	With events spread-out throughout the day of the event, attendees have ample opportunity to browse through the aisles of the store and see the depth of offerings we have.
Educate Public on Habitat for Humanity	Our staff & Board actively promote opportunities to volunteer at both Habitat and the ReStore. Our signs and leaflets distributed at events such as the Birthday Bash help tell the story.
Demonstrate how ReStore funds build houses for lower income families	Tying the ReStore to Habitat in our promotional items, signage, emails, leaflets, raffles and discussions with guests help tell the story.



## Financial Report

With our MCDC grant funds of \$4,000 we spent \$3,993 on the items we submitted which are identified below. Also, we were given \$500 sponsorship funds from Junior League of Collin County which was spent for prizes for the contests. Realized expenses are found below.

ReStore Birthday/Monster Mash October 29, 2016						
				Estimated	Actual	
<b>Entertainment</b>						
	Humane Society			\$0	\$ -	
	Face painting/balloon twister (3 hours)			\$300	\$ 300	
	Craft Station: Home Depot Kids Workshop			\$500	\$ -	
	Video Gaming Truck			\$750	\$ -	
	Photo Booth Guy			\$250	\$ 250	
	Games & Contest Prizes and Candy			\$150	\$ 415	
	Haunted Cave			\$150	\$ 183	
		TOTAL		\$2,100	\$ 1,148	
<b>Food</b>						
	Hot Dogs			\$200	\$ -	
	Drinks			\$150	\$ -	
	Ice			\$100	\$ -	
	Popcorn			\$65	\$ -	
	Sno Cone machine			\$250	\$ -	
		Total		\$765	\$ -	
<b>Advertising</b>						
	Direct Mailing			\$1,600	\$ 1,925	
	Water bill Inserts			\$1,870	\$ 578	
	Billboard (2)			\$1,875	\$ 1,425	
	Posters			\$85	\$ -	
	2 in-store signs			\$80	\$ 32	
	Ad Pages			\$425	\$ 425	

		Total			\$ 5,935	\$ 4,385
<b>Total Expenses</b>					<b>\$8,800</b>	<b>\$ 5,533</b>
<b>Income</b>						
	Junior League of CC				\$1,000	\$ 500
	MCDC				\$4,000	\$ 4,000
		Total			<b>\$6,000</b>	<b>\$ 4,500</b>
<b>NET Total</b>						<b>\$ 1,033</b>

## Metrics



First we looked at the number of people who attended the event, **774**, which was well more than our target of 750. Last year's event was a record 598, giving us a 29% increase over 2015 attendance. Additionally, a look at our customers by hour shows that our highest number of purchasers was reached during the event.

Second, we analyzed the customer purchases by zip code and our overall survey results of customers. McKinney continues to far outpace the surrounding areas; however, in the areas in which we targeted our advertising efforts we did see some of the highest percentages of customers from those areas.

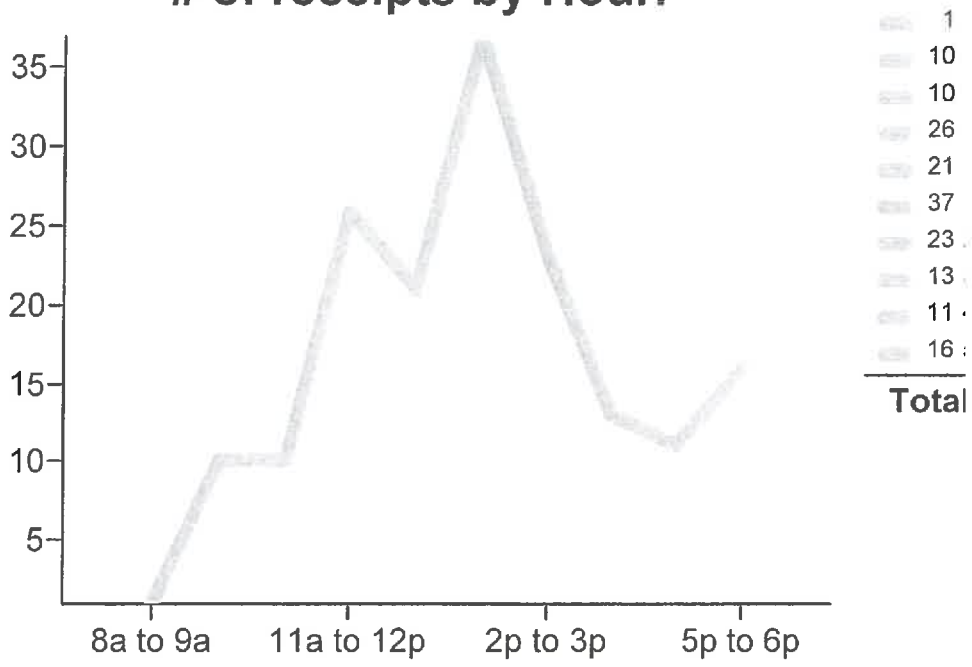
An examination of the sales for the event vs sales of surrounding Saturdays also shows an uptick in the number of purchases. Although the total sales for the day was strong, it was not exceptional compared to all other Saturdays, but rather, continued a string of peaks we have been fortunate enough to enjoy.

## ReStore Sales by Date - Saturdays Only

Date	Qty Sold	\$ Total Sales
October 1, 2016	163	5173
October 8, 2016	568	4218
October 15, 2016	750	8558
October 22, 2016	902	7295
October 29, 2016	743	6272

# ReStore Sales By Hour – October 29, 2016

## # of receipts by Hour.



## Customer Zip Code Surveys

<b>ReStore Event Attendees By Zipcode</b>		
<b>75070/75071/75069</b>	<b>49%</b>	<b>McKinney</b>
<b>75407</b>	<b>19%</b>	<b>Princeton</b>
<b>75409</b>	<b>5%</b>	<b>Anna</b>
<b>75454</b>	<b>5%</b>	<b>Melissa</b>
<b>75442</b>	<b>4%</b>	<b>Farmersville</b>
<b>75002</b>	<b>3%</b>	<b>Allen</b>
<b>75047</b>	<b>3%</b>	<b>Garland</b>
<b>75025</b>	<b>1%</b>	<b>Plano</b>
<b>75034/75035</b>	<b>3%</b>	<b>Frisco</b>
<b>75048</b>	<b>1%</b>	<b>Sachse</b>
<b>75056</b>	<b>1%</b>	<b>The Colony</b>
<b>75063</b>	<b>1%</b>	<b>Irving</b>
<b>75077</b>	<b>1%</b>	<b>Lewisville</b>
<b>75081</b>	<b>1%</b>	<b>Richardson</b>
<b>75093</b>	<b>1%</b>	<b>Plano</b>
<b>75489</b>	<b>1%</b>	<b>Tom Bean</b>
<b>Survey Results on Advertising</b>		
<b>Printed Ad/Insert</b>	<b>47%</b>	
<b>Word of Mouth</b>	<b>37%</b>	
<b>InStore Advertising</b>	<b>7%</b>	
<b>ReStore email</b>	<b>7%</b>	
<b>Billboard</b>	<b>3%</b>	

Sample Marketing Materials

**FREE EVENT!**

**BIRTHDAY BASH & MONSTER MASH**

**OCT 29<sup>TH</sup> 10AM-2PM**

**3 MILES AWAY**  
**2060 COUCH DR**

McKinneyRestore.com

NORTH COLLIN COUNTY  
Habitat for Humanity  
**ReStore**

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Billboard on Highway 380 @ Airport Fwy targeting Princeton residents

**BIRTHDAY BASH & MONSTER MASH!**

**COSTUME CONTEST, FACE PAINTING,  
SCARY PET CONTEST, GAMES, GREAT FOOD,  
HOME DEPOT KIDS WORKSHOP  
PLUS GHOULISH SPECIALS**

**FREE EVENT**

**OCT. 29  
10AM - 2PM**

**MCKINNEYRESTORE.COM 2060 COUCH DR, MCKINNEY**

North Collin County Habitat for Humanity ReStore

McKinney Water Utility

PROSPER

McKinney water bill insert

**NORTH COLLIN COUNTY HABITAT FOR HUMANITY**  
**BIRTHDAY BASH & MONSTER MASH!**  
**EAT, DRINK AND BE SCARY!**  
**OCTOBER 29, 2016**  
**10 AM - 2 PM**  
MCKINNEY RESTORE - 2060 LOUCH DRIVE, MCKINNEY - [WWW.MCKINNEYRESTORE.COM](http://WWW.MCKINNEYRESTORE.COM)

Event Header

**BIRTHDAY BASH & MONSTER MASH!**  
**OCT 29**  
**10AM - 2PM**  
**MCKINNEYRESTORE.COM**  
**FREE EVENT**

McKinney  
North Collin County  
Habitat for Humanity  
ReStore

Billboard on Hwy 5 targeting McKinney, Melissa, and Allen residents



NORTH COLLIN COUNTY HABITAT FOR HUMANITY

**You're Invited**

# BIRTHDAY BASH & MONSTER MASH!



Saturday, October 29, 2016  
10 AM - 2 PM

**FREE EVENT!**

EAT, DRINK AND  
**BE SCARY!**

 COSTUME CONTEST,  
FACE PAINTING,  
SCARY PET CONTEST, GAMES,  
GREAT FOOD BY   
- ALL FREE!

PLUS  KIDS WORKSHOP



2060 COUCH DRIVE, MCKINNEY  
[WWW.MCKINNEYRESTORE.COM](http://WWW.MCKINNEYRESTORE.COM)

North Collin County  
 Habitat for Humanity  
**ReStore**

Dallas Morning News Insert in Coupon Section