



MCDC 2019 Grant Request
14th Annual Grape Myrtle Run & Free Family Festival
Saturday, September 28, 2019





2019 Run/Festival Goals *(To Target New Business/Tourism Growth)*

- 10% Increase in attendee/runner counts
- 10% Increase in schools' P.E. Dept grants
- 10% Increase in states outside Texas*
- Leverage Oktoberfest promotional “power”
- Provide excellent ROI for MCDC and community supporters

****350% 2018 increase in states vs. 2018***





2019 **New** Pre-Event Tactics – Expanded Awareness Reach!

- Heavy digital & radio advertising* – Community Impact, WAY-FM 89.7 – Dallas Metroplex + McKinney targeted
- Print, ¼ pg x3 J/A/S* - Community Impact McKinney, Coffee News and/or McKinney Courier Gazette
- Heavy posts to community event calendars throughout Texas
- Heavy posts to national/international runners, health, & family event calendars
- Special Oktoberfest promotions (*runner's bibs = Oktoberfest coupon discounts & local hotel discounts for "Run, Stay" & play" campaign*)

*** Contingent on MCDC Grant**



CMT Requested MCDC Promotional Grant Items & Total Requested

Printing (Total = \$4,993)

Sponsor/Exhibitor Documents, 2-sided, 300 qty/\$243,

School Posters (2 for each of McKinney's 30 schools; including MCA and Serenity High; 1 in the gyms and the other in the front offices) 2-sided, 300 qty/\$400 +private schools, and posters (or 8-1/2x11 posters) to elementary schools in surrounding cities: Plano (47 elementary schools, Celina, Allen, Anna, Farmersville, Princeton, Melissa, Murphy, Fairview, Lucas, Lavon, Parker, Weston, Frisco ++ Outside Collin County – Frisco, Little Elm, The Colony, etc.)

Silicone bracelets for elementary schools in and around McKinney, 10,500 qty/\$1,750

“Windshield/Rack Cards” Event-Save-the-Date Cards (placed on windshields at prior local runs, at McKinney Convention/Visitor Bureau, local hotels): 1000 qty/\$400

Pre-Event Yard Signs (placed on the hike/bike trails we use for the run two weeks prior to our event): Minuteman Press = \$200.00

Pre-Event Yard Signs (placed in front of or store-front windows of sponsor prospects, CMT board member homes, around trails outside McKinney): \$2,000

Radio Spots (Total = \$6,000)

McKinney Station (KLAK) = \$3,000

Dallas (WAY FM Station) = \$3,000

Print & Digital Advertising (Total = \$6,490)

Digital ad, **Community Impact** – McKinney, July/Aug/Sep - \$750

Digital ad, **Community Impact METRO**, July/Aug/Sept - \$2,000

Print ad, **Community Impact – McKinney**, ¼ page, July/Aug/Sept - \$2,940

Print ad, **Coffee News**, ¼ page, Jul/Aug/Sept - \$800

Total Amount Requested = \$15,000* – (\$17,483 is total run pre-event promotional)

*** Contingent on MCDC Grant, CMT is 100% volunteer and self-funded nonprofit**



Attendee Cities Represented in Past

- Allen
- Anna*
- Multiple Cities, AR*
- Argyle
- Baton Rouge, LA*
- Bonham*
- Celina
- Coppell
- Colleyville
- Cummings, GA*
- Dallas
- Denton
- Dennison*
- Multiple Cities, OK *
- Fairview
- Farmersville
- Flower Mound*
- Glenwood, LA
- Forney
- Ft. Worth*
- Frisco
- Garland
- Grapevine*
- Greenville
- Houston
- Indianola, IA*
- Irving
- Jacksboro*
- Lockwood, MO*
- Lavon*
- Lewisville*
- Little Elm
- Melissa
- Mesquite*
- New York, NY
- Pittsford
- Plano
- Princeton*
- Prosper*
- Redondo Bch, CA
- Revenna*
- Richardson
- Roanoke Oak
- Rockville, MD*
- Rockwall*
- Rowlett*
- Royce City*
- The Colony
- Salt Point, NY
- Seattle, WA
- Southlake*
- Spring Branch*
- Valley View*
- Wylie
- Waxahachie



Return on MCDC Investment exceeded our goal of 100%

Sept. 2018 = 275.5%



The Payoff For McKinney

- Continual improvement of our **World Collection Park & Crape Myrtle Trails** to the highest levels of design, beauty, & new elements to **attract visitors** from a broad geographic area while increasing quality of life benefits for our citizens.

*In 2015, a group of botanists from China contacted us asking to tour our **World Collection Park**. Board Member Neil Sperry gave them this tour as well as the medians on Stonebridge drive from Virginia to Hwy 380. They expressed great admiration and gratitude.*

***We are now an international attraction,
and we are just getting started!!!***



The Payoff For McKinney



6/19/2019

China delegation with Neil Sperry at World Collection Park – World's only known Park with every species of Crape Myrtles.



The Payoff for McKinney (Continued)

- Increasing positive impact our **annual event** contributes to **McKinney's business development, culture, tourism, and family tradition!**
- Continuing cash grants to P.E. departments **promotes the health of our youth = better quality of life!**
- Providing **Crape Myrtles trees to all MISD 5th graders** to take home to Mom for Mother's Day! *(since 2005)*
- **"Run, Play, & Stay"** campaign to push participants to **Downtown McKinney Oktoberfest & local hotels**



The Payoff For McKinney *(Continued)*

- Continuing to promote McKinney as ***America's Grape Myrtle City*** while being an important piece of the puzzle in improving **recognition of McKinney as being Unique by Nature** – and **one of the country's top cities!**





The Payoff For McKinney *(Continued)*

With our U.S. & Texas' official proclamation for **“McKinney as America’s Crape Myrtle City”**, along with our partnership with MDCD, McKinney’s Parks Dept, & Communications Dept, the CMT board is poised to kick our efforts into high gear.



MONEY MAGAZINE 2014
6/19/2019





Advancing the Mutual Goals of MCDC, CMT, & McKinney

We are thankful for MCDC's support in helping the CMT board provide a community-unifying celebration & heart-warming benefits resulting from a successful event!

Increasing community pride & enhancing quality of life for our citizens continues to enhance McKinney as one of our nation's elite cities!

With MCDC by our side, our Run (CMT's only major fundraiser) benefits the World Collection Park, Mother's Day Project, the Grape Myrtle Trails, America's Grape Myrtle City project - will all become ever-increasingly attractive and generate more visitors, businesses, and new families to "Run, *Play and Stay*" in McKinney!

Thank you, MCDC. You are a great partner!



2019 Crape Myrtle Trails of McKinney "Crape Myrtle Run & Festival" Budget

REVENUE

Registration Fees	Goal	Received	To Receive
1,100 runners @ \$20*	\$22,000.00		\$22,000.00
Sponsorships	\$20,000.00		\$20,000.00
MCDC	\$15,000.00		\$15,000.00
Totals	\$57,000.00		\$57,000.00

**based on historical averages of different ages and price structure.*

REVENUE TOTAL

EXPENSES

	Budget
Race Mg Team	\$3,500.00
Promo Material	\$17,483.00
\$15,000 MCDC for Pre-Event Only*)	
"Day of" Sponsor Signs	\$1,250.00
Security	\$360.00
Stage, Toilets, etc.	\$1,200.00
Myrtle Village Fees & Rentals	\$5,200.00
Prizes	\$300.00
Medals & Trophies	\$720.00
Misc	\$500.00
Water, Food for Volunteers, etc	\$470.00

BUDGET EXPENSE TOTAL

\$30,983.00

Expense Actual

Revenue Anticipated

\$57,000.00

Projected Profit (Goal = \$17,085)

\$26,017.00

***Contingent on MCDC Grant**