

**Overview of Promotional and Community Event Grant Applications  
Cycle I FY 18**

Organization	Contact Information	Organization Description	Project Description	Project Date or Timeline	Marketing and Outreach	Metrics	Event Budget	Previous Grant Funding	Committee Recommendation
<b>Collin County History Museum/WWI Centennial Commemoration (P&amp;C 18-01)</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>\$8,532</b> to promote the Texas and Collin County World War I Centennial Commemoration	Launched in March 2017 - will continue through November 2018	Promotion of the exhibit through advertising in newspapers and magazines, in digital and print format. Purchase 5-1/4 page print ads in Celebration Magazine (30,000 printed copies); 5 dedicated email blasts (5,000 subscribers and 3,400 FB followers) through Celebration; 1/2 page ad in Ft. Hood Sentinel Travel and recreation; advertising sponsorship for DayTripper digital email newsletter (10,770 subscribers); marketing events through Collin College and Celebration.	Target is to attract 8,000 to the exhibit.	Revenue (membership, sales and donations) from the exhibit is budgeted at \$15,144. Total expense for the exhibit is budgeted at \$17,918. Marketing expense is budgeted at \$8,532.	<b>\$6,225</b> (2017) for WWI Centennial Commemoration; <b>\$4,500</b> (2014) for Vietnam Syndrome Exhibit	\$8,532
<b>McKinney Main Street (P&amp;C 18-02)</b>	Amy Rosenthal; 972.547.2652; arosenthal@mckinneytexas.org	Organization to establish to promote downtown McKinney; market a unified, quality image of the commercial district as the center of commerce, culture and community life for residents and visitors. Contributes to improved retail mix; diversified tax base; strong McKinney economy.	Requesting <b>\$15,000</b> to promote 2018 Arts in Bloom event	April 13-15, 2018	Potential television advertising. Promoted and paid Social Media; exploring television advertising; digital billboards; Frisco, Plano, Dallas magazines and publications; radio spots; direct mail piece targeted to specific zips meeting economic criteria; posters downtown and throughout community; postcards; press releases; email blasts, downtown marquees, web presence on downtownmckinney.com, mckinneyperformingartscenter.org, mckinneytexas.org, visitmckinney.com; Social media promotions on Facebook, Twitter, Instagram, Pinterest	Metrics will include overall foot traffic; attendance, store-specific sales increases, vendor and community feedback.	Revenue is budgeted at \$158,500; total cost is budgeted at \$138,850; marketing budget is \$30,300.	<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);	\$15,000

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<b>Elemental Essentialz (P&amp;C 18-03)</b>	Theresa Harris, Owner; theresa@elementalessentialz.com; 214.498.6232	Elemental Essentialz goals include becoming the first zero-waste grocer, farm and humanitarian café; increasing the percentage of people in McKinney who have the knowledge, opportunity and ability to locally grow, harvest, prepare, purchase, share and eat "real food"; help McKinney reduce the amount of food and other waste sent to landfill; host and support community projects and events that attract resident and visitor participation.	Requesting <b>\$15,000</b> to promote three community events: Gardens, Grills and Goats; Pumpkin Chunkin - A feed the earth event; Fall in Love at the Farm	Gardens Grills and Goats - April 2018; Pumpkin Chunkin - October 2018; Fall in Love at the Farm - February 2019.	Visits to local businesses and business groups; outreach to businesses and city departments, high schools, colleges. Outreach to local and state groups dedicated to recycling, zero-waste, agriculture and health. Partnerships with McKinney nonprofits. Outreach via email, FaceBook, Instagram and Twitter. Advertising will include signage, posters and banners; sponsored ads; print ads in local papers, newsletters and magazines.	100 for each event with 20% from outside McKinney.	Projected revenue is \$28,800 (\$9,600 per event) Total expenses projected to be \$22,500 (\$7,500 per event). No company financials provided.	None	\$0
<b>Empty Bowls Event/St. Peter's Episcopal PC16-13</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 2018 a contribution of \$35,000 to Community Lifeline Center's hunger initiatives is projected.	Requesting <b>\$7,500</b> to promote the 2018 Empty Bowls event.	May 3, 2018	Promotional cards provided to 2017 MAST artists; posters; visits to professional groups; email blasts; active social media activity; banners; advertising through MPAC; ads in HOA newsletters; ads in Allen Image and Community Impact News; billboard; articles in McKinney Courier Gazette; advertise on KLAK; yard signs.	Attendance goal is 1,000 at event that will be held at MPAC; 20% from non-residents; McKinney artists are promoted - the number has grown from 2 to more than 50 since 2012; participating restaurants are promoted; in 5 years, gross revenue has grown from \$4,500 to \$62,000 in 2017.	Projected revenue is \$68,700; expenses are budgeted at \$30,420; advertising costs budgeted at \$8,000; signs budgeted at \$5,000. Plans are in place to seek an additional \$30,000 in sponsorship.	<b>\$7,500</b> (2017); <b>\$7,000</b> (2016); <b>\$4,570</b> (2015)	\$7,500
<b>Kiwanis Club of McKinney (P&amp;C 18-05)</b>	Dennis Williams dcustomwood@gmail.com 972.562.7219	Nonprofit organization dedicated to changing the world one child and one community at a time.	Requesting <b>\$5,000</b> to promote the 2018 Historic McKinney Triathlon; Kids Triathlon; and new duathlon event.	April 22, 2018	Digital marketing; print ads; marketing materials in running stores and health clubs, hospitals, sporting goods stores. Participants will receive information about restaurants and hotels in McKinney.	Target participation number is 400 for Triathlon; 250 in Children's triathlon; 100 in Duathlon and 5K run. Total event attendance projected to be 1,200.	Total revenue is budgeted at \$55,000; expenses are budgeted at a total of \$28,650. Budget for promotional expenses total \$2,750. An additional \$8,450 is budgeted for t-shirts and awards.	<b>\$3,525</b> (2017); <b>\$3,000</b> (2016); <b>\$2,500</b> (2015); <b>\$3,000</b> (2014); <b>\$5,000</b> (2013); <b>\$5,000</b> (2012); <b>\$3,750</b> (2011); <b>\$5,000</b> (2010); <b>\$5,000</b> (2009); <b>\$10,000</b> (2008); <b>\$7,000</b> (2007)	\$2,750

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<b>ManeGait Therapeutic Horsemanship 2018 Country Fair (P&amp;C 18-06)</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>\$8,000</b> to promote 2018 Country Fair	April 28, 2018	Promotion of ManeGait Country Fair website and listing on local event calendars; eblasts to ManeGait database; advertisement in community magazines; social media promotion; radio advertising through Cumulus Media and KLAJ	Attendance of 1,200 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 \$83,000; expenses are budgeted at \$23,000; promotional budget is \$8,000	<b>\$4,000</b> (2016) Gaitapalooza	\$5,000
<b>McKinney Garden Club 2018 Garden and Home Tour (P&amp;C 18-07)</b>	Melinda Wedding, President; 972.979.6836; Melinda.wedding@me.com	McKinney Garden Club was founded in 1930 and is committed to promotion and interest in gardens and gardening. The organization is also dedicated to educating the community on the design and management of gardens through programs and meetings.	Requesting <b>\$4,000</b> to promote the 2018 Garden and Home Tour - held in 6-8 homes in the Historic District.	June 8-9, 2018	Promoted through social media and print media; outreach through events such as the Collin County Master Gardeners Show; signage; communications through McKinney stores.	500-600 attendance. Goals include increasing number of tickets sold; increasing reach through new marketing channels; working with local garden clubs to cross promote.	Total revenue is budgeted at \$19,300; total expense is budgeted at \$4,200; no promotional budget provided.	None	\$3,000
<b>Heritage Guild of Collin County (P&amp;C 18-08)</b>	Jaymie Pedigo, Executive Director 972.562.8790; director@chestnutsquare.org	To preserve and perpetuate the heritage of Collin County. The Heritage Guild was organized more than 40 years ago and exists to support Chestnut Square Historic Village. Chestnut Square offers diverse programs and activities that encourage community participation and a destination for visitors to McKinney.	Request is for <b>\$15,000</b> to support marketing and promotion of 2018 Farmers Market; Tour de Coop; and Ice Cream Crank-off	April 2018-December 2018	Historic Preservation calendar; rack cards posted at CVB, Chamber and other locations in McKinney, Collin County and Texas travel centers; posters; food and tour magazines; spot ads in local and regional papers and on local radio. Continuing efforts to rebrand as a museum and tourist attraction; collaborations with other museums in downtown.	Not defined. Exit survey will be deployed for each event to assess advertising effectiveness.	Farmers Market - revenue budgeted at \$55,000; expenses budgeted at \$12,500; promotion and advertising budgeted at \$15,000. Tour de Coop revenue budgeted at \$11,000; expenses budgeted at \$1,500; promotion and advertising budgeted at \$5,000. Ice Cream Crank-off - revenue budgeted at \$8,000; expenses budgeted at \$3,500; promotion and advertising budgeted at \$5,000. Total advertising and promotion for the 3 events is \$25,000.	<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)	\$15,000

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<b>McKinney's Project Graduation (P&amp;C 18-09)</b>	Amanda Szecsy, Director; 214.726.2023; szecsy@sbcglobal.net	501(c)(3) managed by volunteers. Mission is to provide a safe, alcohol and drug-free all-night, lock-in event for all MISD seniors on graduation night.	<b>\$11,900</b> is requested to fund Project Graduation an event that will be free to 1,300+ seniors. The event is a lock-in style event that will be held at Myers Park from 10:30 p.m. to 5:30 a.m. The event features entertainment, music, games, food and drinks.	June 8, 2018	Production of flyers; presentations to civic organizations and parent groups; ads in high school athletic programs; t-shirts; web and social media.	Free ticket provided to 1,300+ seniors. Final report will be prepared evaluating income, expense, attendance, volunteers, donors and prizes.	Total revenue and expense is budgeted at \$93,000. Promotional budget is \$9,700.	No - MCDC has provided sponsorship funding in the past	\$0
<b>Smiles Charity Concert 2018 (P&amp;C 18-10)</b>	Dr. Jennifer Buchanan, Founder and President Jennifer_Buchanan@sbcglobal.net 972.542.567.0640	Smiles Charity hosts an annual, free concert in Adriaatica in McKinney. The goals of Smiles Charity are to: build homes for wounded vets and their families; promote McKinney through media exposure; create leisure opportunities.	Requesting <b>\$15,000</b> to market and advertise the 2018 Smiles Charity Event	May 27, 2018	Marketing activities include: production of 4,000 t-shirts; media outreach; radio advertising; email blasts; social media marketing; pre-Concert events and raffle; banners; promotional booklets; jumbotron	Attendance of 15,000+; media exposure for event and City of McKinney	Total revenue (w/o in-kind)=\$362,909; Total expense (w/o in-kind)=\$=337-67,000 (does not include grant for home to be built - \$127,000); total event expense= \$192,006; Promotional expense-\$35,660 (includes \$17,000 for t-shirts)	<b>\$5,000</b> (2016); <b>\$4,000</b> (2015); <b>\$8,500</b> (2014); <b>\$2,500</b> (2011); <b>\$10,000</b> (2009-when partnered with Habitat); <b>\$10,000</b> (2008)	\$7,500
<b>Star-Spangled Salsa Fest - Community Garden Kitchen (P&amp;C 18-12)</b>	Angela Poen, President;972.345.2171; angelapoen@sbcglobal.net	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>\$8,000</b> for promotion and advertising of the 2018 (inaugural) Star-Spangled Salsa Fest	July 4, 2018	Posters; community billboard; social media; advertising in food and tour magazines with spot ads in local and regional papers and on local radio.	500 attendees; 65 salsa vendors; 65 food vendors; 60 contestants.	Revenue is budgeted at \$61,500; total cost is budgeted at \$22,394. Promotional budget is \$8,000.	None	\$5,268
<b>McKinney Parks &amp; Rec - Holiday Light Display in Gabe Nesbitt (P&amp;C 18-13)</b>	Teresa Thomason, Manager, Apex; 972.547.9026; tthomason@mckinneytexas.org	Apex Centre, City of McKinney Parks and Recreation Department. Mission is to lead and serve the community by providing captivating experiences through operational excellence and fiscal success.	Requesting <b>\$15,000</b> to promote and market a 2018 Christmas Light walk through display in Gabe Nesbitt Park.	December 1-24, 2018	Radio advertising; flyers; movie theaters; newspaper ads; street signage; banners; car magnets for city vehicles; promotional items to distribute at special events; social media; email blasts, city newsletter; program guides.	Potential of 50,000 (based on attendance at Ma.in Street events). Net proceeds to be used for sponsorships.	Total revenue of \$265,000. Anticipated costs for event are \$210,000. An RFP for production will be released Q1 or Q2 2018.	None	\$5,450

\$127,782

\$75,000