



## **MCDC 2018 Grant Request**

*Crape Myrtle 10K, 5K, 1-Mile Fun Run & Family Festival  
Saturday, September 29, 2018*

# Goals



## 2018 Run/Festival Goals

- 10% Increase in attendee/runner counts
- 10% Increase in school's PE donations
- 20% Increase in "Out of Town" Participants  
*(up from 13.4% in 2016 to 26.7% in 2017)*
- Leverage Oktoberfest promotional "power"
- Provide excellent ROI for MCDC and community supporters





## 2018 Tactics – Run Marketing/Promotion

- Add to community event calendars: [McKinney](#), Allen, Anna, Dallas, Frisco, Plano, Prosper, The Colony, Coppell, Grapevine
- Add to runner, health, & family event calendars: Collin & surrounding counties
- Use KLAQ radio promotion & Public Service spot
- Special Oktoberfest promotions to encourage guests to “Run, Play & Stay!” in McKinney
- Facebook ads, Instagram, Twitter





## Attendee Cities Represented in Past

Allen

Argyle

Celina

Coppell

Colleyville

Dallas

Denton

**Enid, OK**

Fairview

Farmersville

**Glenwood, LA**

Forney

Frisco

Garland

Greenville

Houston

Irving

Little Elm

Melissa

**New York, NY**

Pittsford

Plano

**Redondo Bch, CA**

Richardson

Roan Oak

The Colony

**Salt Point, NY**

**Seattle, WA**

Wylie

Waxahachie



**Return on MCDC Investment  
exceeded our goal of 100%**

*Sept. 2017 = 375.3%*



## The Payoff For McKinney

- Continual improvement of our **World Collection Park** to high levels of design and beauty that **attracts visitors** from a broad geographic area.

*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.*

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



## The Payoff For McKinney



China delegation with Neil Sperry at World Collection Park.



## **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 5<sup>th</sup> graders** to take home to Mom for Mother's Day!  
*(since 2006)*
- "Run, Play, & Stay" campaign to push participants to Downtown McKinney Oktoberfest

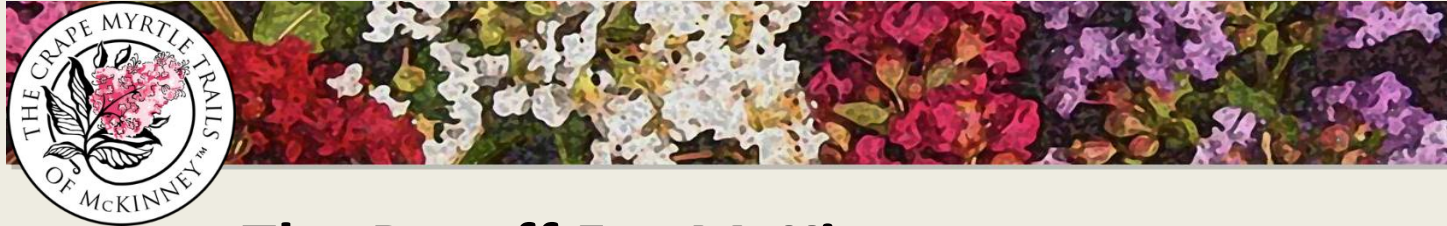




## The Payoff For McKinney *(Continued)*

- Continuing to promote McKinney as ***America's Crape Myrtle City*** and as a special “**piece in the puzzle**” of McKinney’s improving recognition as **one of the country’s very best cities!**





## The Payoff For McKinney *(Continued)*

The following entities have **officially** proclaimed  
McKinney as ***America's Crape Myrtle City***:

*City of McKinney, Texas Legislature, Texas Senate  
and United States Congress!*





## ***Advancing the Mutual Goals of MCDC and CMT***

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

Increased community pride and spirit continues to enhance our status as one of our nation's elite cities!

With you by our side, our annual event and the World Collection Park, which it importantly funds, will become ever-increasing attractions drawing visitors to "Run, *Play and Stay*" in McKinney throughout the year!

***Thank you, MCDC. You are a great partner!***