

ISPY McKinney

ENTERTAINMENT EXPEDITION

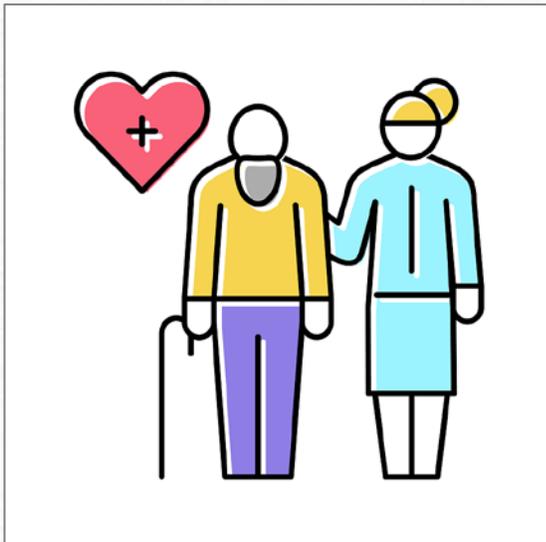


Renee Thornton & Sheila Williamson
Co-Chairs – Civic Duties
McKinney Senior Services Alliance





What is the McKinney Senior Services Alliance?



- Subgroup of the McKinney Chamber of Commerce.
- Made up of approximately 100 business professionals who serve seniors in McKinney and surrounding areas.
- Focuses on networking, professional education, and community service.
- Raises money for local charity that supports seniors.



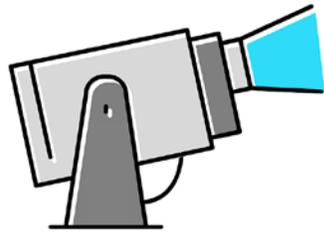
What is I Spy McKinney?



- Charity event in 2021 that took participants on a road rally / scavenger hunt around McKinney.
- Raised over \$6,600 and all proceeds went to Meals on Wheels Collin County.
- The theme in 2021 was “Discovery Expedition”.
- Participants visited local businesses and landmarks as well as learned fun, historical facts about McKinney.



How I Spy McKinney (2021) benefited McKinney:



The event showcased McKinney businesses and landmarks



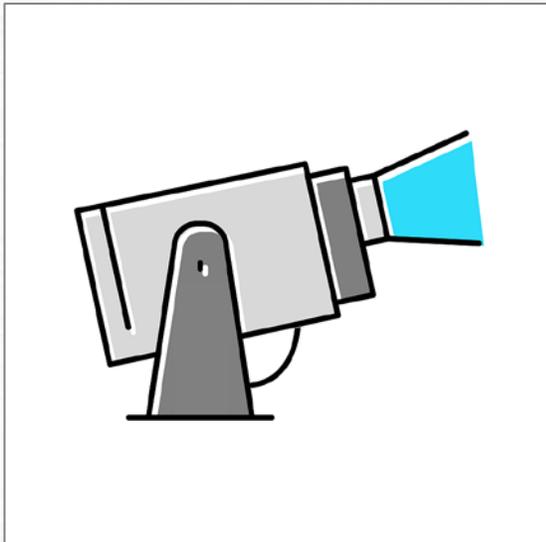
The event brought together residents from McKinney and neighboring cities



The event enhanced the quality of life for McKinney residents



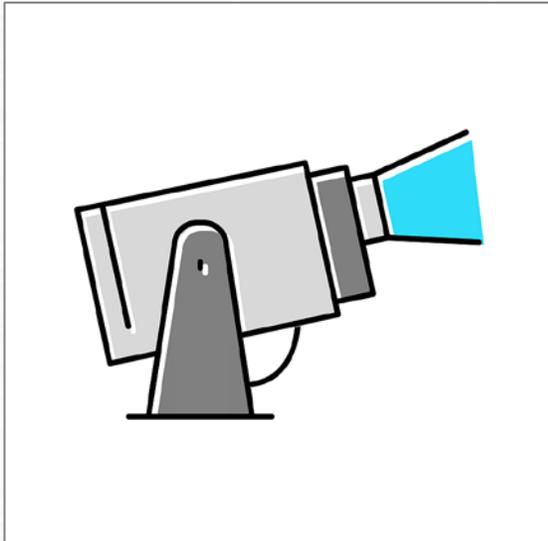
The event showcased local businesses such as:



- ManeGait
- Adriatica Village
- Oak Hollow Golf Course
- Community Garden Kitchen
- Room One Eleven & Layered
- McKinney Performing Arts Center
- The McKinney Cotton Mill
- McKinney Senior Center



The event showcased local landmarks such as:



- Dr. Mack Hill Park
- Collin County Prison
- Veterans Memorial Park
- Heard Natural Science Museum
- Collin County History Museum
- Faires-Bell House

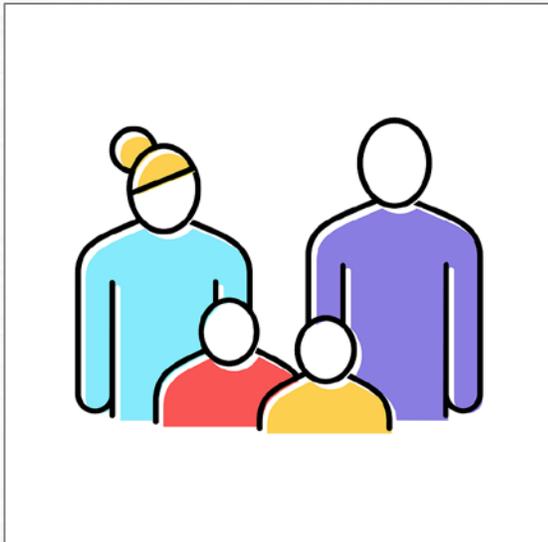


The event provided sponsorship opportunities:





The event attracted McKinney residents and non-residents:



- Over 50 cars participated in our inaugural event.
- Each participant received a t-shirt and gift bag with promotional items from businesses.
- Supported by Mayor George Fuller and wife Maylee who MC'd the event.
- Event was promoted on Facebook, McKinney Online, McKinney Chamber of Commerce.



The event enhanced the quality of life for McKinney residents:



- Raised over \$6,600 and all proceeds went to MOWCC.
- Over 1,100 seniors in Collin County receive services from MOWCC including McKinney residents.
- Meals on Wheels Collin County combats hunger and isolation in disabled and older adults by providing nutritious meals enabling them to remain healthy and independent within their families, homes, and communities.



I SPY

McKinney

ENTERTAINMENT EXPEDITION



Renee Thornton & Sheila Williamson
*Promotional / Community Event
Proposal*





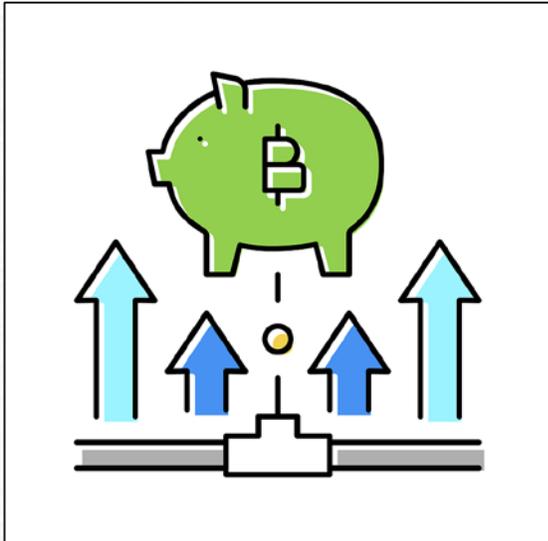
I Spy McKinney – What's New This Year



- Saturday, September 17th from 4:00 PM – 7:00 PM.
- Theme this year is “Entertainment Edition”.
- Scavenger hunt will focus on 10 local entertainment venues around McKinney and culminate at Hub 121.
- Entertainment will be provided by The Maylee Thomas Band.
- All proceeds will benefit Meals on Wheels Collin County.



I Spy McKinney – Sponsorship & Fundraising Opportunities



- We anticipate approximately 75-80% of our gross revenue to come from our sponsorships. Approximate 20% of our revenue will come from registration fees from the scavenger hunt.
- We will offer multiple fundraising opportunities as well as booth spaces for smaller entertainment venues looking to promote their locations.



I Spy McKinney – Rules of Event



- Each site will include a task and once completed, the team will receive a playing card and an entry blank to be used in the prize give aways at Hub121.
- Using 5 cards from the 10 cards collected, each team is encouraged to make their best poker hand which will result in another prize awarded.



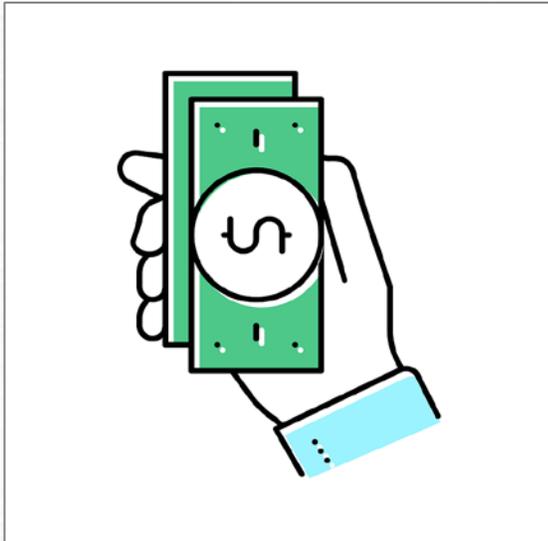
Financial Outlook



- Net Revenue Goal – Just over \$20,000 with help from MEDC
- Sponsorship Fees - \$12,000
- Booth Sponsors - \$2,500
- Registration Fees - \$4,500 (\$60/car x 75 cars)
- Raffle Ticket & T-Shirt Sales Available for Purchase for Public
- General Donations



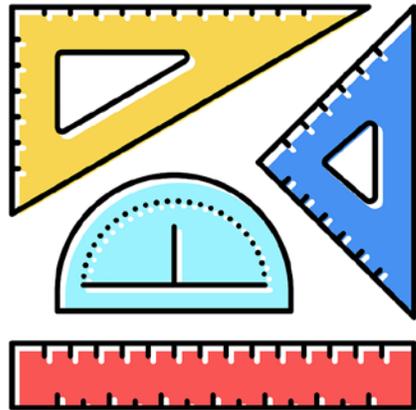
Marketing and Outreach – Estimated Expenses



Community Impact News 1/2 Page Ad	\$1,240
Banners and Signage	\$800
Printing Expenses	\$560
Graphic Design Fees	\$400
Total:	\$3,000



Metrics to Evaluate Success



- We are working on the metrics to attempt to identify the exposure of the number of residents/non-residents impacted through this event.
- Anticipate 150-200 participants.
- Hub 121 will support 500 guests.



Thank You for Your Consideration and Support!





I SPY McKinney

DISCOVERY EXPEDITION



I Spy McKinney - 2021
PHOTO ALBUM





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OF COMMERCE

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