

2016 Crape Myrtle Trails Run & Festival

Report to MCDC



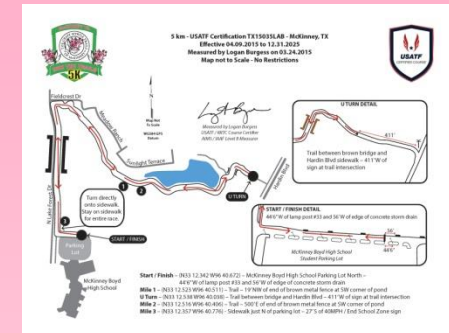
Goals

Our main goals for the 2016 *Run the Trails & Festival* event were:

- *Raising sufficient funds to support our operations;*
- *Increasing our annual “Run and Festival” event’s place as a part of the culture of our beloved city; and*
- *Providing an excellent “return on investment” for M.C.D.C. and our other supporters.*

Goals (continued)

- Attract more out of town participants.
- Establish our event as a “healthy and fun” addition to McKinney’s Oktoberfest weekend!



We are proud to report an excellent *return MCDC's investment of 848.2%*

- Our event takes an immense amount of effort from an all-volunteer board and we could not succeed without your support.
- As you will see from the information that follows, the promotion of our event made possible by your grant, truly paid off! We want to express our deep appreciation for your belief in us!



Metrics: Revenue

- **Sponsor Donations = Down 2.6%,**
\$28,250 vs. \$29,000 in 2015
- **Runner Fees = Up 8.1%**
\$15,710 vs. \$14,536 in 2015
- **Total Revenue = Down 1.2%***
\$46,960 vs \$47,536 in 2015

**More runners, but +% students.*



MCDC Return on Investment: 2016 = 848.2% vs 204.4% in 2015 (+415%)

- **Gross Expenditures:** \$21,061 vs. \$22,973 in 2015 = **-1.1%**

- **MCDC Promotional Grant \$3,000.00**
(investment used to pay promotional expenses)



- **Profit = \$28,446 vs. \$28,300 in 2015 = +0.5%**
(MCDC Return = $\$28,446 - \$3,000 / \$3,000 = 848.2\%$)

Metrics: Participants



- Our **participant count was 965** this year, which was **up 256 from 2015 (+36.1%)**.
- In spite of strongly encouraging registrants to list their city of residence, we could not identify residency for over 20% of participants. We are negotiating with our run-timing company to have this to be a requirement in 2016 and forward.
- Our identified **non-McKinney participant count** was 114 this year, with 47 of these being from outside Collin County.

Metrics: Cities Represented

In addition to McKinney, the following cities were represented:

- Allen, Anna, Argyle, Arlington, Aubrey, Carrollton, Celina, Dallas, Dension, Denton, Fort Worth, Frisco, Garland, Greenville, Henderson, Jacksboro, Lewisville, Little Elm, Modesto CA, Parker, Pflugerville, Plano, Princeton, Prosper, Richardson, Rockwall, Rowlett, Savoy, Sherman, Sulphur Springs, The Colony, Valley View, Van Alstyne and Wylie.

Metrics: % Participants by Location (of those whose city of residence was determined)

- *McKinney : 86.6%*
- *Non-McKinney: 13.4%*
- *Outside Collin County: 5.5% (of the 13.4%)*



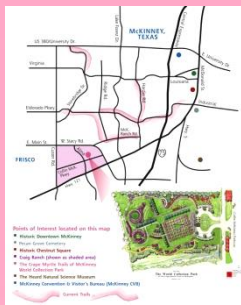
Metrics: Students & Families

- In 2014, we expanded the participant number used to provide PE departments (\$5 per registrant) of our local schools to include adults who were invited by students to register for their schools.
- Our **“school participant”** count was **794** which was up **24.4% over 2015**, resulting in **\$3,970** in grants to PE Departments of local schools!
- A **great majority of our student participants** were from **elementary schools**. With these younger ones being accompanied by parents, the **total “cultural” objective** of our event had a greater total impact than the participant numbers indicate (parents accompanying little ones were not required to register).

Metrics: *Intended* Consequence

- One other demographic is of extreme importance. Our 2016 event was **sponsored by 50 local businesses**. We feel this broad, grass-root support is indicative of **important buy-in from the core of our community**. Our sponsors believe in our mission and we have their ongoing commitment.





The Payoff For McKinney

- Teaming with the City with both our finances and labor in the maintenance and continual improvement of our World Collection Park!
- Working with the McKinney Convention & Visitors Bureau, Main Street and McKinney Chamber of Commerce toward making our **World Collection Park** and our annual **Run & Festival** becoming **destination attractions** for our city.
- Promoting and funding strategic plantings of Crape Myrtles in key venues throughout the City!

Myrtle Cup



The Payoff For McKinney

(Continued)

- Continuing to award cash grants to the Physical Education Departments of McKinney schools to promote the health of our youth!
- Growing the positive impact our annual event contributes to our city's culture and tradition!
- Providing Crape Myrtles to 5th grade students of McKinney Schools the Friday immediately prior to Mothers' Day to take home to Mom! ***In 2014 and forward, every MISD 5th grade student from all 20 Elementary Schools take a Crape Myrtle home to Mom!!!***

Mothers Day Gift



The Payoff For McKinney

(Continued)

- Continuing to promote **McKinney** as ***America's Crape Myrtle City*** as a special “piece in the puzzle” of McKinney’s continued recognition as one of the country’s very best cities! The following governmental bodies have **officially proclaimed McKinney as *America's Crape Myrtle City: The City of McKinney, Both Houses of the Texas Legislature*** and the ***United States Congress!***



Advancing the Mutual Goals of MCDC and CMT

- We believe **MCDC** should be very proud to be a primary leader in this effort to **touch McKinney's heartstrings** with a **community-unifying celebration** ! After all, increased community pride and spirit can only **enhance our status** as **one of our nation's elite cities!** With the **governments of our City, State and Country** officially recognizing the **unique status of *America's Crape Myrtle City***, we are on a roll! **Thank you, MCDC. You are a great partner!!**

