

# MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

## Final Report

**Organization:** Especially Needed

**Funding Amount:** \$ 7000

**Project/Promotional Activity/Community Event:** October 29, 2016

**Start Date:** October 29, 2016                      **Completion Date:** October 29<sup>th</sup>, 2016

**Location of Project/Promotional Activity/Community Event:**

- The event was held at Stonebridge United Methodist Church

**Please include the following in your report:**

- Narrative report on the Project/Promotional Activity/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online promotions
- Photographs, slides, videotapes, etc.
- Evaluation against metrics outlined in application

**Please submit Final Report no later than 30 days following the completion of the Project/Promotional Activity/Community Event to:**

McKinney Community Development Corporation  
5900 S. Lake Forest Blvd., Suite 110  
McKinney, TX 75070

Attn: Cindy Schneible  
[cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)

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special needs are

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## Narrative report on the Project/Promotional Activity/Community Event

As anticipated Especially Needed hosted another great event for the special needs population here in McKinney! Families from every neighboring city came out to enjoy all of the fun activities such as the petting zoo, bounce houses, games and food. This year our local Home Depot came together and rebuilt all of our houses for our trick or treat street. The kids just loved how our local girl scouts troops designed them. KLAKE was present for live broadcasting throughout the event and over 25 businesses that support the special needs families came out to provided resources and fun to the families!

The shirts that were funded by the MCDC grant were incredible and it was wonderful to be able to get the word out via KLAKE and facebook with our nicely designed flyer. Thank you!

## Identify goals and objectives achieved

Our goal was to have a great event with even more attendees than the year before.

In 2015 there were 244 registered families and approx. 40 walk-ins totaling 285

In 2016 there were 267 registered families and approx.. 60 walk-ins totaling 327 families

### Sales by Ticket Type

TICKET TYPE	PRICE	SOLD	STATUS	END SALES
> Family Admission 5pm-6:30pm (without donation)	\$0.00*	164/250	Hidden	10/24/15 1:00 PM
Family Admission 5pm-6:30pm (with donation)	Donation Format	17/250	Ended	10/24/15 1:00 PM
Family Admission 6:30pm-8pm (without donation)	\$0.00	58/250	Ended	10/24/15 1:00 PM
Family Admission 6:30pm-8pm (with donation)	Donation Format	5/250	Ended	10/24/15 1:00 PM

Event Capacity: 900

\* Service fees will be deducted from your payout and depend on your ticket fees settings.

### Sales by Ticket Type

TICKET TYPE	PRICE	SOLD	STATUS	END SALES
Family Admission 5pm-6:30pm (without donation)	\$0.00*	170/170	Hidden	10/29/16 1:00 PM
Family Admission 5pm-6:30pm (with donation)	Donation Format	22/100	Hidden	10/29/16 1:00 PM
Family Admission 6:30pm-8pm (without donation)	\$0.00	66/200	Ended	10/29/16 1:00 PM
Family Admission 6:30pm-8pm (with donation)	Donation Format	9/100	Ended	10/29/16 1:00 PM

Event Capacity: 900

\* Service fees will be deducted from your payout and depend on your ticket fees settings.



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**The following is data gathered from families that registered via Eventbrite:**

**Geographical data of attendees (families):**

<u>City Name</u>	<u>Number of families attended</u>
Allen	23
Dallas	16
Frisco	36
McKinney	58
Plano	38
Cities with 5 families or less	36
Unregistered Approx.	60
Total:	327



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**Photographs, slides, videotapes, etc.**

**Event Photos:**



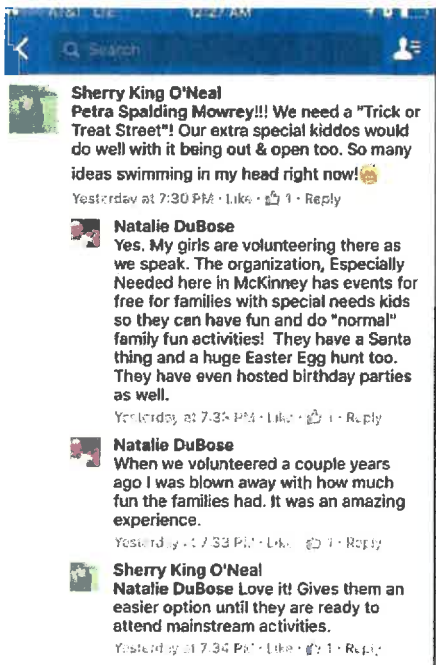
Some feedback:



**Lisa Nedoss** 🎃 celebrating Halloween at 📍 Especially Needed

October 29 McKinney 🇺🇸

Learning about resources available to special needs families while trick-or-treating. Every year, always a fun event.



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## Screen shots of online promotions

### Facebook Event

The screenshot shows a Facebook event post. On the left is a colorful poster for the '7TH ANNUAL FALL CARNIVAL & RESOURCE FAIR' for individuals with special needs and their families. The poster features a striped tent, balloons, and lists activities like games, prizes, food, and petting zoo. It is presented by 'Especially Needed' and held at Stonebridge United Methodist Church on Saturday, October 29th, 2016, from 5PM to 8PM. The poster also lists activities like 'FOR THE CLOWN', 'PONY RIDES', 'TRICK OR TREAT STREET', 'TRAIN RIDES', and 'STYL WALKER'. It includes contact information for RSVP, volunteer, or sponsor: 'VISIT WWW.ESPECIALLYNEEDED.ORG OR CALL 214.404.3429'. At the bottom of the poster, it says 'THANK YOU TO OUR SPONSORS!' and lists 'SUNSHINE STATE EXHIBITION' and 'VIVA'. On the right side of the screenshot, the Facebook interface shows the event title 'Especially Needed', published by 'Nechole Whitlock', and a description: 'It's time for our biggest event of the year and we're so excited! Our Fall Carnival and Resource Fair is open to all individuals with special needs and their families. Get registered today: <https://especiallyneededfallcarnival2016.eventbrite.com/>'. Below the description are interaction options: 'Tag Photo', 'Add Location', 'Edit', 'Like', 'Comment', 'Share', and '15' reactions. There are also '20 shares' and a 'Write a comment' field. At the bottom of the screenshot, there is a sponsored advertisement for 'REAL ESTATE AGENT?' with the text 'Click to see the Ad we made for you adwerx.com We've built an Ad for every agent in the US. Click to see yours!'.

Link to radio advertisement!

<https://soundcloud.com/nechole-whitlock/especially-needed-fall-carnival-radio-promo>





**FREE EVENT!**



7TH ANNUAL

# FALL CARNIVAL & RESOURCE FAIR

FOR INDIVIDUALS WITH SPECIAL NEEDS & THEIR FAMILIES!

PRESENTED BY:



**SATURDAY, OCTOBER 29TH, 2016 5PM-8PM**

STONEBRIDGE UNITED METHODIST CHURCH  
1800 Stonebridge Dr. McKinney, TX 75071

**GAMES ★ PRIZES ★ FOOD ★ PETTING ZOO**  
**MEET THE CLOWN ★ PONY RIDES ★ TRICK OR TREAT STREET**  
**TRAIN RIDES ★ STILT WALKER**

**TO RSVP, VOLUNTEER OR SPONSOR:**  
VISIT [WWW.ESPECIALLYNEEDED.ORG](http://WWW.ESPECIALLYNEEDED.ORG) OR CALL 214.489.3430

**THANK YOU TO OUR SPONSORS!**



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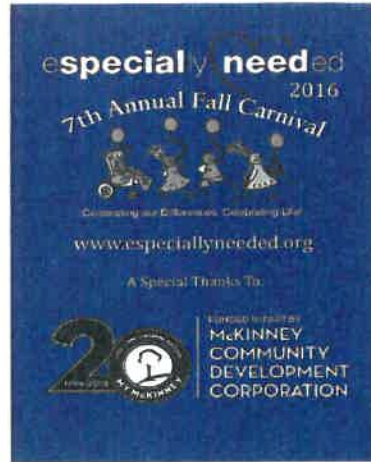
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Samples of printed marketing and outreach materials

T-shirt front



Tshirt back



Banner:

especialy **needed** Would Like To Thank:

 FUNDED IN PART BY  
McKINNEY  
COMMUNITY  
DEVELOPMENT  
CORPORATION

 The  
**Behavior** Exchange  
*What could be, can be.*

For Their Continued Support!

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**Financial report – budget as proposed and actual expenditures, with explanations for any variance**

2016 Event Budget:

Expenses that could be covered by grant (marketing items). All items will have the MCDC logo

Cups with logo	700.00
Signage at event	500.00
Webpage assistance	300.00
Local magazine ads	1800.00
Balloons with logo	250.00
T-shirts	3150.00
Flyers	400.00
Misting light up fans with MCDC logo	400.00
Balloon marker (large helium balloon to help people locate ballfields)	300.00
Stuffed Animals for the carnival booth prizes	400.00
Photo frames with MCDC logo and carnival date	300.00

Total event cost (including expected donations)	\$13,000
Total requested from MCDC	\$9000.00

The approved MCDC grant amount was \$7000 but per MCDC board guidelines we were to limit tshirt/prize expenses to

So our actual expenses this year were as follows:

TShirts	\$2912.50
KLAK Radio Advertisement	\$2700
KLAK onsite live broadcasting	\$(included in above price)
Flyer design fee	\$300
Banner	\$150
<b>Total:</b>	<b>\$6062.50</b>

